

# HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY  
JAN 3 1951

Contents—Page 5

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December 28, 1950

## NOW- *Aristo-mats* OF STAINLESS STEEL



The Most Beautiful  
The Most Durable

*The Aristocrat of*  
STOVE MATS

Not just ordinary stainless steel but bright, crystal clear, mirror-like finish stainless steel, gleaming with a sparkling luster that will be lastingly beautiful. Made to our rigid specifications by UNITED STATES STEEL COMPANY, producers of quality steel. Heavy asbestos cushioned back for heat protection, with patent safety ringed Kant-Kut Corners, and all other exclusive Aristo-Mat features. Sizes to fit every range.



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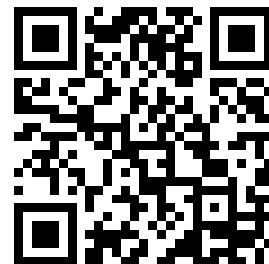
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# WOOSTER

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CONDENSED LINE  
QUICK TURNOVER**

## Proven Counter Venders



**No. 60 Sampler.** A utility-type sampler which can be used in a variety of positions on counter or wall; all metal; holds 12 of the fastest-moving Wooster Foss-Set numbers—39 brushes in all. Eye-appealing colors, chrome trim. Size 18½" deep, 26¼" wide, 9" high.

**No. 75 Vender.** A sure shopper-stopper. All metal construction. Can be used in up-right or prone position. Holds total of 36 brushes—7 popularly-priced Wooster Foss-Set numbers in sizes found most in demand. Size 14¼" wide, 18" high, 6" deep.



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**FOSS-SET**  
GUARANTEED  
USE IN ANYTHING

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BRUSH MANUFACTURERS SINCE 1851

**WOOSTER**  
FOSS-SET  
NYLON



IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH













# TRADE UP NIGHT LATCHES

by selling the **CORRECT** degree of security for each type of door

Carrying the YALE line, you can offer your customer the *most security per dollar* for every type of door. . . . Make sure you find out what

kind of door the customer wants the lock for—then sell him the *proper degree of security* for that door.

TYPE OF DOOR	TYPE	Yale No.		Degree of Security	FEATURES	Tumbler	Construction
All residential doors opening in.	Spring-Latch	040		Good	Permits unlocking and opening door with one hand—locks automatically when door is closed.	Pin tumbler	Rustless die-cast case. Brass bolt.
Residential, factory, school doors opening out where latch is not protected by stop.	Dead-Latch	44		Maximum	Automatic double-throw bolt projects 3/4 in. when door is closed. Small latch deadlocks bolt. Concealed screws.	Pin tumbler	Rustless die-cast case. Brass bolt.
Residential, factory, school doors opening out where latch is not protected by stop.	Dead-Latch	042		Excellent	Extra projection gives extra protection. Extra turn of knob on key deadlocks bolt against prying.	Pin tumbler	Rustless die-cast case. Brass bolt.
Residential, factory, school doors opening out where latch is not protected by stop.	Dead-Latch	047		Excellent	Same as 042 but with automatic extra throw.	Pin tumbler	Rustless die-cast case. Brass bolt.
All residential doors opening in.	Spring-Latch	80		Good	Latchbolt held back by stop.	Pin tumbler	Cast iron case and bolt.
All residential doors opening in.	Spring-Latch	36		Good	Handle moves up to hold back bolt, down to release it for locking.	Pin tumbler	Cast iron case and bolt.
Interior residential storage rooms.	Spring-Latch	21		Moderate	Latchbolt held back by turning knob to left.	Disc tumbler	Cast iron case and bolt.
Storage rooms, rear doors of stores, etc., needing positive locking action.	Dead-Lock	2		Maximum	Streamlined deadlock with big bolt—1 x 3/8 in. 1 in. throw.	Pin tumbler	Rustless die-cast case and bolt.
Storage rooms, rear doors of stores, etc., needing positive locking action.	Dead-Lock	112		Maximum	Extra heavy bolt—1 3/8 x 3/8 in. 1 1/2 in. throw. 2 hardened steel inserts.	Pin tumbler	Rustless die-cast case and bolt.
Storage rooms, rear doors of stores, etc., needing positive locking action.	Dead-Lock	197		Maximum	2 hardened steel bolts lock door and jamb together.	Pin tumbler	Rustless die-cast case. Hardened steel bolts, nickel-plated and oxidized.

**YALE** MADE

**THE YALE & TOWNE MANUFACTURING COMPANY**  
STAMFORD, CONN., U. S. A.



**FILES MAKE FAST  
TURNOVER...**




**GOOD FILES MAKE  
FAST FRIENDS**

**A**n often-heard remark is that "hardware is 'different'—a slow-turnover business because so few of its items are consumed or wear out."

The way to raise over-all turnover is to push "wear-out" items harder. Take files—a "consumable" hardware item if there ever was one! Subjected to the destructiveness of abrasion, file replacements are inevitable—and comparatively frequent. The user can do nothing about it—except to buy fresh files.

Where will he buy them? Most likely where he sees them most aggressively stocked, displayed, advertised, and "talked up."

Where will he *continue* to buy them? Most likely where he has discovered by experience he can get the best known, best performing, longest lasting files for his money.

There's your recipe! Push files to increase turnover. Sell *good* files to keep the customer coming back. Nicholson or Black Diamond files are the ingredients for whetting his appetite.

• If files do not represent at least 14% of your small hand tool unit sales (the national hardware-store average indicated by surveys), you can do something about it by calling in your wholesaler to help formulate a plan of action and suggest a proper stock for your particular trading area.



**NICHOLSON FILE CO. • 25 ACORN STREET, PROVIDENCE 1, RHODE ISLAND**  
(In Canada, Port Hope, Ont.)



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# HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Established 1855

Vol. 166, No. 13, December 28, 1950

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Chestnut and 56th Sts.  
Philadelphia 39, Pa., U. S. A.  
Phone: GRanite 4-5600

Editorial and Advertising Offices  
100 E. 42nd St.  
New York 17, U. S. A.  
Phone MUrray Hill 5-8600

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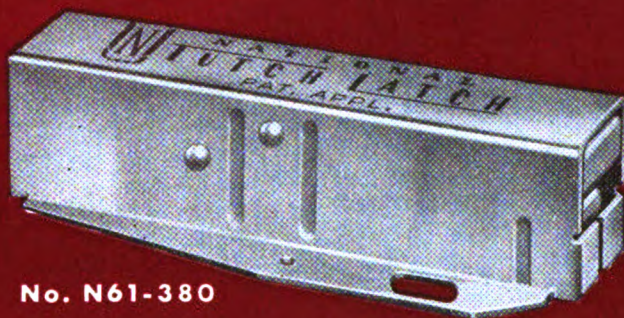
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**A New...Different...Profitable**

# *Cabinet Door Latch*



**NATIONAL  
TUTCH LATCH**



No. N61-380



**EASY TO  
INSTALL**

**IT OPENS DOORS AUTOMATICALLY...  
AT GENTLE TOUCH OF FINGER, WRIST  
OR ELBOW...NOTHING ELSE LIKE IT**

Positive latching action... practical convenience in use... modern, smart appearance for all cabinets... these are a few of many reasons why homeowners are calling for National Tutch Latch. Easily and quickly installed, Tutch Latch is chock full of appealing features that mean quick sales and worthwhile dealer profits. This new and different latch comes individually packaged, complete with screws. Ask your supplier about the Tutch Latch counter demonstrator.



**OUT OF SIGHT WHEN DOOR IS CLOSED**

**ORDER THESE OTHER QUALITY NATIONAL LOCK ITEMS, TOO, FOR CONSISTENT, WORTHWHILE PROFITS**



**SELECTED LOCKS**



**CABINET HARDWARE**



**BUILDERS  
HARDWARE**

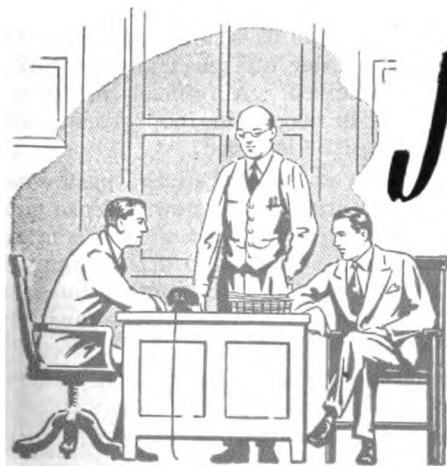
**DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE**

## **NATIONAL LOCK COMPANY**

**MERCHANT SALES DIVISION • ROCKFORD, ILLINOIS**







# Just Among Ourselves

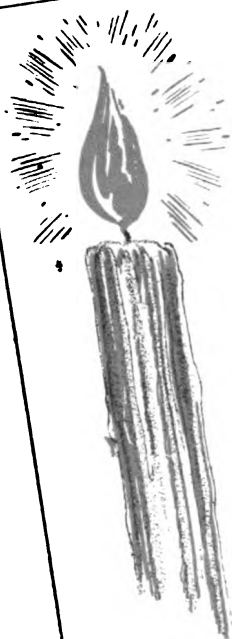
## Informal Editorial Comments



### Here's a Sincere Wish

that your Christmas will be merry and  
that the New Year will bring you  
Good Health, Good Fortune and Peace  
of Mind.

The Editors



*Lawrence*  
*Ken Yeats*  
*Red Keagy*  
*Barbara Muller*

*B. H. Rair*  
*Rudy Wood*  
*George Sampson*  
*Al Mangum*

It is normally not a difficult task to write a few words of Christmas greetings and to extend good wishes for the coming year.

But this year it is different. The usual greetings seem a little trite against a background of fresh graves in Korea and the rededication of our efforts to the building of armaments.

Yet, in truth, it is under these very circumstances that the old expressions gather new meaning and sincerity.

For our part, the events of the year have made

us more keenly aware of our good fortune in being associated with a business where friendship, loyalty and honesty are not just play-acting masks; a business where the quality of independence is honored, not shamed as a weakness.

We have met thousands of you over the past year and invariably you have greeted us with consideration and helpfulness. We have corresponded with other thousands of you and the same spirit is found in your letters.

We have tried earnestly to show all of you an

identical spirit of consideration and helpfulness, and an honest dedication of effort to contributing to the continued good health of the hardware business.

And today, as butter gives way to guns and new and difficult problems challenge us, we cannot help but believe that the same attributes that have been the strength of the hardware business in the past, will lend it strength to master the problems of the future and to emerge from this trying period stronger than ever.

It is with these very sober thoughts in mind that the entire staff of Hardware Age joins in hoping, in all sincerity, that you will have a happy Christmas and that the new year will bring you good health and good fortune.

---

## Retailers Face New Challenges

Dreams of peace were dispelled with finality last week. For the second time in a decade this nation has dedicated its facilities to an allout rearmament effort.

For the nation's retailers it marked the end of a long period of uncertainty and the beginning of an era of new headaches and new challenges.

The President's proclamation and the actions taken since then emphasize the earnestness of the rearming effort. And for the retailer must come the realization that dreams of butter AND guns are out.

The President has asked for the support of all Americans. He will receive that support. But he, in turn, must demonstrate that he is putting the nation above party in this effort.

The appointment of Charles E. Wilson to head the mobilization effort is a perfect start. But Mr. Wilson alone cannot administer the multiple programs of the defense effort. It is going to take thousands of skilled, capable men to staff the bureaus and sections of the agencies that will control the nation's activities.

The selection of these men must be kept free of politics. And business, in its turn, must assume a larger share of the responsibility of making available capable men for these assignments.

The cut-back in civilian production will not put the well established hardware dealer out of business. It didn't during World War II. In fact, in all but one of the war years, hardware dealers succeeded in increasing the volume of merchandise passing through retail hardware outlets. There is no reason why the present situation should be different.

Accompanying the shrinking volume of civilian merchandise, will be an increasing number of price control orders. These will most likely come in piecemeal fashion, for the simple reason that the lack of a staff makes it impossible for the present price stabilization unit to administer a general price control order. As the staff is built up so will the coverage of price controls.

Raw materials will probably be the first to go under control (excepting the emergency auto price order), with steel, scrap metals, the nonferrous metals, basic chemicals, foods, etc., being in line.

While it is too early to pass final judgment, the auto price control order strikes many as being a little hastily conceived. A rollback in prices, without a rollback in wages, in fact without any wage controls, is a little lopsided.

Overlooked in the excitement of the past week is the fact that in actuality the new defense program is still a paper program. It will be a minimum of at least six months before the program really gets going. Washington control bureaus must be organized and staffed; orders must be placed and plants must be toolled up.

In the meantime, civilian goods will still be produced, but in slowly shrinking quantity.

The handling of this transition period will challenge the skill of Mr. Wilson and his staff.

The hardware trade has its task to perform in this emergency. We know the nation can depend upon its support.

---

## Three Steps Dealers Can Take Right Now

Many dealers are asking "what action shall I take to prepare myself for the emergency?" There's no quick answer to that question. But it would be well to tackle first things first. And right now many dealers are facing a merchandising problem.

Unless buying in the last days before Christmas shows a real improvement, this Christmas selling season is going to fall considerably below expectations. Sales on a dollar basis are slightly above a year ago, but in most cases unit volume is lagging.

This situation is leaving many dealers with much heavier than expected inventories; and while it is safe to assume that the merchandise will eventually be sold, rent, wages and other operating expenses must be paid currently. You've got to have turnover to do that; the banks won't renew your notes forever.

With this situation, a dealer who ceases trying to sell, and stops all his advertising and promotion efforts is playing with a dangerous situation.

If you think this absurd, then why are several chains now in the process of setting up sales training programs?

They know that they must keep selling and that the draft is going to cut into their experienced sales staff. They want to make certain that old saleshelp know all the new tricks and they want to have a means of training new people.

Another point a dealer should watch is keeping his prices up to date. Replacement costs are still rising and may rise still further. If you're careless in pricing your merchandise, its dollars out of your own pocket.

It will be several months yet before the full effects of the present program can be intelligently assessed. Until then, it will be difficult to lay plans. But in the meantime, you can prepare for the problems of the future by following these three steps: Don't stop selling; prepare for staff replacements; keep your prices up to date.





Dear Friends:

This is an appropriate time to drop you a line telling you that we sincerely appreciate the patronage accorded us in 1950 by you hardware dealers all over America.

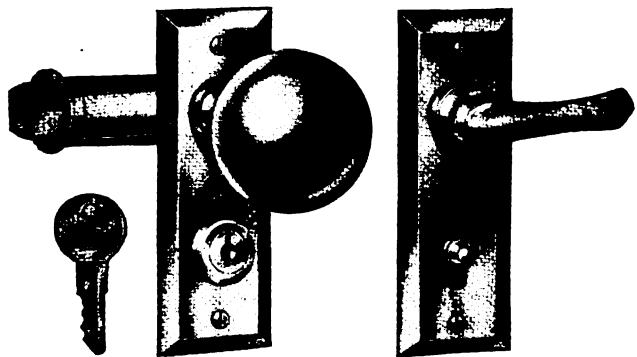
The year now passing has been a good one for us . . . all things considered, as we hope it has been for you. As we look ahead we have reason to believe that 1951 will bring about changes in our national economy, which will have an effect upon our servicing of your requirements. We take this opportunity to pledge our best efforts, during the coming year, toward keeping our good friends adequately supplied, within the limitations of available raw materials and imminent government restrictions.

As usual, we have carefully laid plans of progress for the next calendar year and conditions permitting, will develop several things of interest to you. One of these is now ready for announcement. It is our new CYLINDER SCREEN and STORM DOOR LOCKSET (illustration and brief description below).

As 1951 unfolds, we look forward to increasing opportunities to be of service and in closing extend our wishes to you and yours for a Happy, Prosperous New Year, and a World at Peace.

Yours very truly,

*Independent Lock Company -*



No. 3425LP—A neat, compact brass screen and storm door set, in polished brass, with cylinder operation outside and slide button inside. Each locks both knob and lever. Easily installed in bored mortise. Reasonably priced for volume sales. Write now for further information on this highly saleable new item. Also supplied in dull brass finish—No. 3425LB.



**INDEPENDENT LOCK COMPANY**  
FITCHBURG • MASSACHUSETTS



# Washington<sup>\*</sup>

## NEWS and VIEWS

By Washington Bureau of  
HARDWARE AGE

### Production Speed-up a Certain Bet; Voluntary Price Roll-Back Requested

The nation's mobilization program is shifting from low to second gear with a shift into high gear only awaiting adequate personnel to administer the growing list of necessary controls. Operating the clutch is former General Electric Co. president, Charles E. Wilson, now director of the Office of Defense Mobilization.

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*For latest news on priorities and prices  
see page 70 of this issue.*

---

As head of Office of Defense Mobilization, Mr. Wilson has far greater powers than those held by the War Production Board of which, this former General Electric executive was vice-chairman during World War II.

The presidential order gave the Office of Defense Mobilization authority over all mobilization activities, including but not limited to production, procurement, manpower, stabilization and transport activities.

Possessing greater power than any official excepting only the president, Mr. Wilson replaces National Security Resources Board Chairman, W. Stuart Symington as the key mobilization figure.

The National Security Resources Board will continue as the civilian mobilization planning agency, but is expected to lose its only operating authority—the granting of "Certificates of Necessity" for fast write-offs.

For the present, the control set-up will remain the same. The Commerce Department's NPA will continue unchanged and the Interior and Agriculture Departments and the Interstate Commerce Commission will retain their production and allocation powers under Office of Defense Mobilization direction. In the cards, however, is a new production agency centralizing all these powers.

In addition, a central manpower agency, combining the Labor Department's Office of Defense Manpower, The U. S. Employment Service, and the Selective Service System, is in the talking stage.

**OUTLOOK**—While a speed-up of production control activities is a certain bet, even faster movement can be expected from the ESA. The auto price freeze was followed by the establishment of voluntary "Fair Standards" for price and wages for all industry. (Ed. Note:

*A voluntary price rollback was requested of business as this issue went to press. See page 68.) This is only a stopgap measure until ESA can work out detailed price and wage regulations. Mandatory controls for the major ferrous and non-ferrous metals will come rather quickly. NPA's timetable calls for end-use limitations on tin, copper, cobalt, nickel, aluminum, and zinc as soon as regulations can be worked out and affected industries can be consulted. A control materials plan is still scheduled before mid-1951.*

### NPA Asks Hardware Industry to Cut Copper Use and Seek Substitutes

Groups, representing the hardware, plumbing supply and other industries, were called into Washington in mid-December for conferences with National Production Authority officials concerning the critical copper supply.

They were bluntly told that the use of copper for non-defense purposes must be reduced still further than the limitations imposed under NPA Orders M-11 and M-12.

Industry groups promised cooperating in developing more ways of reducing consumption of the metal and finding substitutes but urged that inventories now on hand not be frozen by orders forbidding their use.

Members of the hardware industry recommended that material already in process be allowed to be completed. They also requested that no restrictions be imposed on secondary scrap alloys.

Industry has asked for a lead time of at least four months in the effective date, when and if orders are issued prohibiting manufacture of end items, using copper and other materials. Officials said, however, that it was doubtful if more than three months could be allowed for scheduling and retooling.

**OUTLOOK**—A new copper order is being prepared. However, it is still aimed at reducing overall consumption, rather than elimination of specific end items. Current NPA thinking is that industry can find items, such as for decorative or ornamental purposes, on which manufacture can be suspended for a period.

(Continued on page 68)



# LOOK INTO THIS!



See why  
women buy  
more ...

## PEARL-WICK HAMPER

every day  
than any  
other hamper  
made!

### • STEEL-RIBBED DUROWEVE®

ONLY Pearl-Wick hampers are made with Duroweve, with steel ribs woven in every  $\frac{3}{4}$  inch! 3 times stronger than ordinary fibre: won't dent, bend or bulge!

### • COMPLETE SELF-VENTILATION!

Thousands of non-clog air vents (made possible only by exclusive Duroweve construction) provide complete cross-ventilation even when hamper is full . . . bar murderous mildew and unpleasant odors . . . makes laundry last longer!

### • ALL-CLEAR INTERIOR!

Pearl-Wick is the only fibre hamper in the world with an All-Clear Interior! No bulky framework around the opening . . . no wooden beams or posts inside . . . nothing to snag or catch! Easier to put in and remove laundry . . . roomy inside!

### • HIGH-HEAT BAKED ENAMEL FINISH!

Pearl-Wick is the world's only fibre hamper with High-Heat Baked Enamel Finish! Easy-to-clean glass-like surface won't scratch or chip! Popular decorator colors.



**NATIONALLY ADVERTISED!** The most powerful promotional campaign in the hamper field! The only brand name in hampers known to women everywhere!

HARDWARE AGE, DECEMBER 28, 1950



# PEARL-WICK

**CORPORATION**  
LONG ISLAND CITY 2, N. Y.



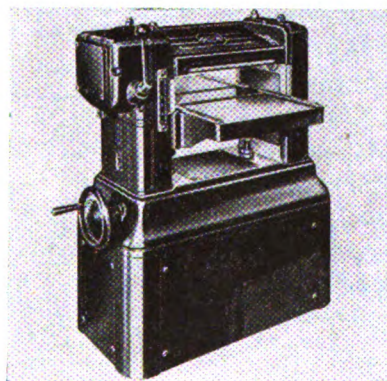
# WHAT'S NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

## Wood Planer

Delta, a 13-in. single surface wood planer, No. 22-100. Unit handles stock up to 13 by 5 in. It handles stock as short as 6 in. unbutted as wide as 13 in. as thick as 5 in. and as thin as 1/16 in. The three knife cutterhead takes 210 cuts per second. Gears, pulleys and belts are totally enclosed. Features a finger tip clutch control permitting operator to stop and start feed instantly without shutting off motor. Indi-



vidual blade adjustments with a simplified measuring device. *Delta Mfg. Division, Rockwell Mfg. Co., 600 E. Vienna Ave., Milwaukee 1, Wis.*

## Fuel Oil Heaters

Imperial oil heaters are available in 41,500 and 53,000 B.t.u.'s. Heaters feature a modern design with swept-back lines and a front panel offset by shadow box paneling. Equipped with Duo-Therm dual chamber burner with six separate stages of air injection. The burner provides a uniform flame from low to high fire. New unit also has the Duo-Therm power-air blower. This

device provides forced warm air heating comfort and can be installed on either side of the heater.



*Duo Therm Division, Motor Wheel Corp., Lansing, Mich.*

## Kitchen Cleaver

A new 4½-in. kitchen cleaver features a rosewood handle, brass compression rivets, hang-up hole and a mirror finish chopping blade. Product is made from high-carbon heavy gage steel. Retail: \$1.50. *Ekco Products Co., N. Cicero Ave., Chicago, Ill.*



## Westinghouse Range

Commander electric range features the miracle sealed oven which is incorporated in the 1951 line. Seal of fiber glass is placed about the throat of the oven which contacts the door, then seals out all drafts of incoming air. On the Commander single and double oven models and the Champion models the seal is combined with a partly enclosed bottom oven heater. Model shown features color glance con-



trols, super speed corox unit that gets hot in 30 seconds and bright metal styling. *Westinghouse Electric Corp., Mansfield, Ohio.*

## Finger-Tip Sprays

Bostwick plastic spray finish to prolong the life of cut Christmas trees, retard browning and prevent needles from drooping. Chrome aluminum spray paint provides a silvery glitter. Plastic finish seals the moisture in to the boughs and needles. Six oz. spray containers of plastic finish and chrome aluminum enamel retail: 98 cents. *Bostwick Laboratories, Inc., Bridgeport, Conn.*

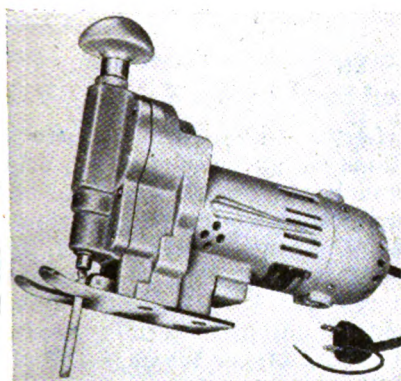


# in hardware merchandise . .

## FOR THE HARDWARE DEALER

### Cutting Tool

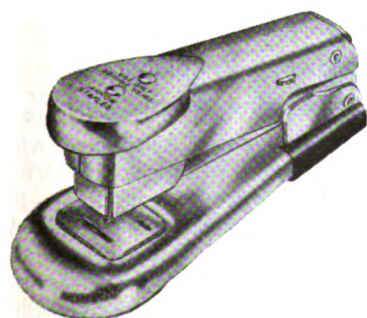
Whiz-Saw, No. 2 is a precision tool for cutting wood, bone, fiber and other composition materials up



to 2 in. in thickness. When equipped with a high speed blade, it will cut light gage metals. May be used as a rip, cross cut or scroll saw. Weighs 6¾ lb. Furnished with two extra blades. Retail: \$117.50. Forsberg Mfg. Co., Bridgeport, Conn.

### Stapler Latch Mechanism

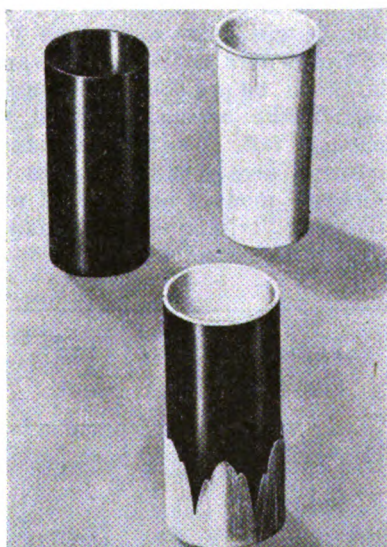
Arrow improves its No. 105 stapler with a latch. When latch is pushed back the machine is



opened to inner mechanism. Latch also acts as a self-locking device by pressing cover and mechanism together. Steel constructed stapler has a chrome finish. May be used as a stapler, tacker and plier. Loads 105 staples, ½ x ¼ in., fastens up to 40 sheets of paper with temporary or permanent stitch. *Arrow Fastener Co., Inc., 30-38 Maujer St., Brooklyn 6, N. Y.*

### Aluminum Tumbler

Peacock tumbler No. 520 is made of anodized aluminum with an insert liner of plastic. Features thermo insulation consisting of an anodized aluminum outer shell with



a modified polystyrene plastic inner shell snap-fitted into it. Air space between keeps tumbler from sweating. Keeps drinks cold or hot. Holds 10 oz. Inner liner is pearl

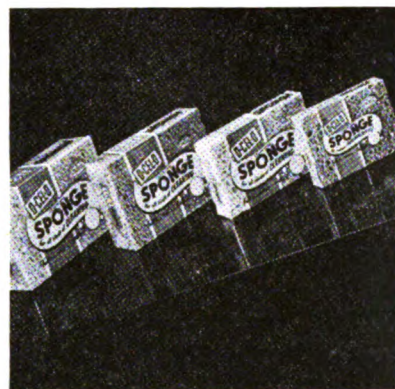
(Continued on page 52)

## TO HELP YOU SELL

### NEW DISPLAYS AND OTHER DEALER SALES HELPS

#### New Sponge Colors

Pastel colored O-Cel-O sponge formerly available in one size is now made in three sizes—pink, green, blue and yellow. Larger size is still natural. Labels harmonize with the colors, and retain the brand identity. Price marking spot



is included on the label face. Sponges are packaged dry. *O-Cel-O, Inc., Buffalo, N. Y.*

#### Electric Products Catalog

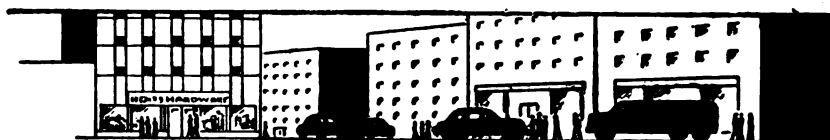
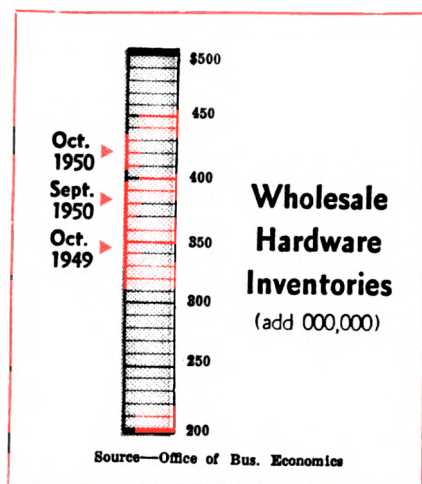
Catalog No. 161 contains 24 pages printed in three colors, introduces many Allied and Sheldon products not shown in the previous catalog No. 150. Includes the two new Tapmaster indestructible extension cord sets, single-female outlet and a table Tapmaster type. Also the complete line of spring-action blades and contacts; several alumi

(Continued on page 62)



# How's the

## HARDWARE BUSINESS?



*Holiday selling season has firm tone after slow start . . . Consumers have more dollars than ever before . . . Large hardware stores led all trades in November business improvement.*

### Mobilization Plan Seen As Spur to Store Sales; Christmas Trade Spotty

The President's emergency proclamation found most retailers in the midst of what had been until then a rather disappointing Christmas buying season.

While it is still too early to appraise the effect of all-out mobilization on consumer buying, there were indications early in the pre-Christmas week of a spurt in buying.

Holiday sales thus far have shown only a small percentage gain over 1949 on a dollar volume basis, while unit sales are probably below a year ago. The imminent shortage in civilian goods may well lead to a sudden upswing in volume, which would be very welcome to many retailers who entered the holidays with a very heavy inventory.

The mobilization program is not expected to have any immediate effect upon hardware dealers. Price freezes will likely be announced with increasing rapidity, with first attention probably being directed to basic raw materials as steel, scrap metals, non-ferrous metals, chemicals, etc. On the consumer side, foods will probably be the earliest to come under control.

A rollback of prices to Dec. 1, as was done in the auto freeze, is

expected to be the general pattern, except in cases where actual hardship can be proved.

The effect of the voluntary price freeze, announced as this issue was going to press, will not be evident for some time. The complexity of the nation's pricing systems will likely make its effect mostly psychological.

Despite the plans for all-out mobilization, it will probably be some time yet before a general tightness in civilian goods will be felt. It will take some time yet for the orders to be placed, and plants to be retooled. By mid-summer the cutbacks should be seriously felt. Meanwhile, manufacturers are pushing studies of "Victory" models, stripped of unnecessary trimming and using substitute materials.

### New York Stores Had Greatest Sales Week

New York department stores had their greatest sales volume in history in the week ending Dec. 16, according to the Federal Reserve Board of New York.

Sales were 8 pct ahead of the same week of 1949. They were 1 pct higher than the previous record set in the week ended Dec. 20, 1947.

### Large Hardware Stores Led Most Trades in Sales

Large independent hardware stores led all but one of the other branches of retail trade in the increase of business in November over the same month of 1949. The percentage change for hardware stores was 13 pct. Only lumber and building materials dealers showed a bigger increase—17 pct.

General stores and dry goods and general merchandise stores showed the next biggest increases in sales, with 10 pct each. The poorest showing was made by furniture stores, down 1 pct.

Sales of large independent retailers were 6 pct higher in November 1950 than in November 1949, but November sales were 4 pct short of the October dollar volume of this year, according to data released by the Bureau of the Census, Dept. of Commerce.

The November sales of the large independent hardware stores were 1 pct lower than October sales.

### Hardware Wholesalers' October Inventories Up 8%

Inventories of hardware wholesalers were 8 pct higher in October than they were in September—\$402 million as compared with \$372 million. October sales were 10.4 pct higher than the \$364 million inven-

(Continued on page 86)



WATER FACTS WORTH DOLLARS TO YOU...

... "WATER WATER EVERYWHERE  
'NOR ANY A DROP TO DRINK"



But if that water seeps through porous masonry or cellar walls, it's enough to drive a man to drink; however, the chances are, it will drive him into your store for KAY-TITE.

**KAY-TITE**

PROTECTS  
MASONRY  
AGAINST  
WATER  
SEEPAGE  
for

BRICK

STUCCO

CINDER BLOCK

ROUGH MASONRY

UNGLAZED TILE

**WHITE**  
and  
**9**  
**COLORS**

CREAM	GREEN
BUFF	BLUE
YELLOW	GRAY
SPANISH BUFF	ROSE
	BRICK RED

Farmers, contractors and home owners all over the country are using Kay-Tite to control water seepage in masonry and to paint outside of masonry buildings to give them lasting surfaces.

That is your big market for Kay-Tite . . . It's profitable too . . .

Here's the deal: YOUR CHOICE OF 12 KAY-TITE WHITE OR 6 WHITE AND 6 GRAY (ALL 10 LB. CANS) FOR \$20.88. RETAIL VALUE IS \$34.80!

(Kay-Tite is also available in 50 lb. drums, list price \$11.00.)

Figure your profit on this deal and act today. The coupon order form will get quick action.



**ORDER COUPON**

KAY-TITE COMPANY  
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

.....12 White @ \$20.88  
..... 6 White and 6 Gray @ \$20.88

Name.....  
Address.....  
City.....State.....  
Jobber's Name.....

**KAY-TITE COMPANY**  
**WEST ORANGE • NEW JERSEY**  
More than 20 years of satisfactory performance





# Speed Assembly

- NO STRIPPING...  
*from heavy wrenching*
- NO SLIPPAGE...  
*strong, accurate heads*
- NO SHANK FAILURE...  
*under heavy pulling*
- EASY SPINNING...  
*precision threads*

WITH THESE

\* *Bright Cap Screws*  
AND  
*Semi-finished Nuts*

...two of the more than 20,000  
members of the long-established  
REPUBLIC UPSON Line.



**REPUBLIC STEEL CORPORATION**

Bolt & Nut Division

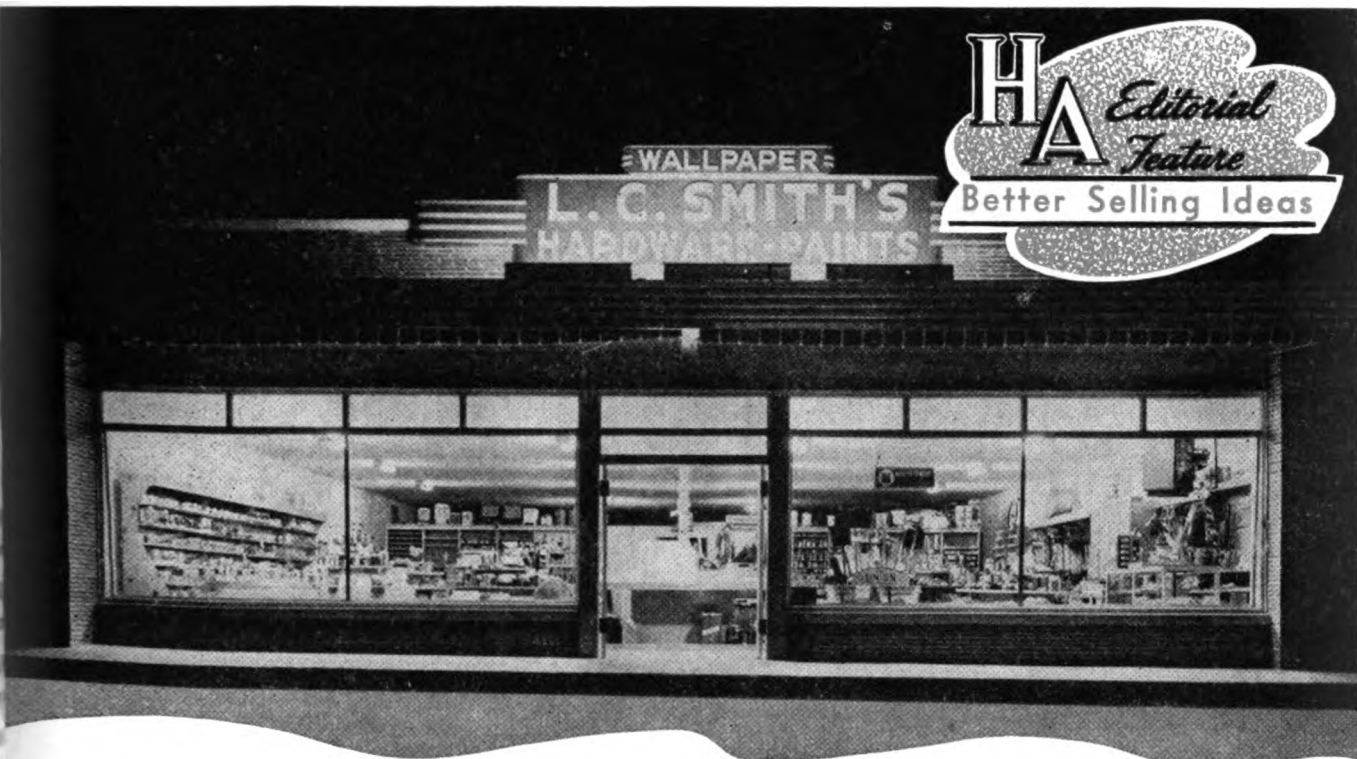
CLEVELAND, OHIO • GADSDEN, ALABAMA  
Export Department: Chrysler Bldg., New York 17, N.Y.



# Republic UPSON

**BOLTS AND NUTS**

96 YEARS FASHIONING THE FASTENING HABITS OF INDUSTRY



● This store attracts motorists from two coast-to-coast highways which intersect near this Springfield shopping center.

# Selling Hardware in a Shopping Center

**Moving to a shopping center poses new merchandising problems. Here's a report on the experiences of a Missouri dealer in opening a shopping center store . . . and how he made it pay off**

Whatever misgivings L. C. Smith had about moving his business from the heart of a downtown

business section to an untried suburban location have been entirely dissipated by the ringing of his cash registers.

Mr. Smith, of Springfield, Mo., enjoyed brisk business downtown but he envisioned still larger sales volume in the new Plaza shopping center, a suburban residential community now served by about 25 retail stores.

● Impulse buying increased in the suburban location. This woman came shopping for a paring knife but ended by buying a bun warmer, too.



"You don't give up a location in a dominant downtown spot without a struggle with your conscience," said Mr. Smith. He did considerable thinking before he engineered the change. In the first place, he realized that to relocate his business meant re-introducing it to a community and breaking in a whole new set of customers.

These considerations were outweighed by others on the pro side of Mr. Smith's mental ledger. Some of these factors were:

(1) The downtown parking



● Island display fixtures are angled from wall-cases to make a rather unusual arrangement.

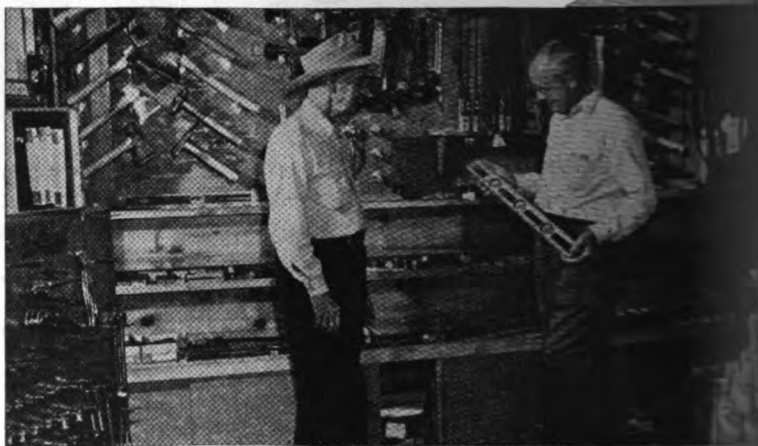
problem, which was growing steadily worse. The trend to suburban shopping in Springfield is evidenced in the increasing volume of business which the grocery super markets are racking up.

(2) The shopping center serves a big real estate development, and the construction of new homes will continue for some years to come. This continuing construction program indicates a growing crop of home-owning customers as well as contractors and mechanics.

(3) A large building, embodying the latest innovations in building design, decoration and lighting, would provide a long-awaited chance to add new lines, expand old ones, display them to better advantage, and to back displayed merchandise with adequate warehouse stock.

The Plaza store's patronage generally falls into four categories: Residents of the area; people from some distance who wish to avoid downtown traffic; farm shoppers, and contractors and sub-contractors who find it more convenient to buy there instead of taking valuable time to drive downtown.

The center provides room for



● Dealer L. C. Smith, at right, makes a sales point to a customer.

500 cars. There is room for 115 directly in front of the store.

A prime purpose of the L. C. Smith promotion program is to attract motorists who pass by on two coast-to-coast highways which intersect a few hundred yards away.

A bright interior which can be seen through the plate glass of the wide front catches the eyes of many motorists. A dominating sign 6 by 25 ft., identifies the store and its major lines. The 18-in.







● The new building allowed more space for proper display of extensive lines such as housewares.

cut-out letters are painted yellow and white and stand out against a dark blue background.

Threshold resistance is minimized in the 48 by 125 ft. structure by a sidewalk-to-ceiling plate glass front. Bright spotlights on certain display areas supplement the general fluorescent illumination.

Mr. Smith believes that his store must look as if the customer can find for himself whatever he is looking for.

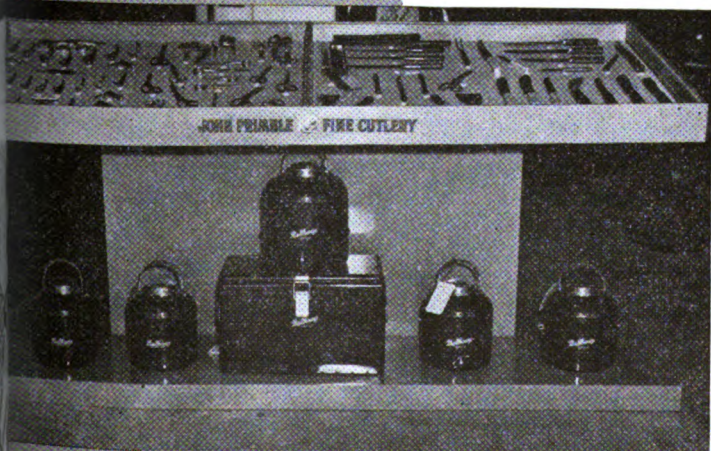
"Our best customers are Mr. and Mrs. Suburbanite," Mr. Smith says. A great many of these are making their own homes for the first time and new homeowners need at least a dozen hardware articles before they get settled. Among these are: Garden hose, curtain rods, grass cutters, extension cords, step ladders and paints to do that extra touching up that is always necessary.

"Gardening and lawn care are my pet hobbies," says Mr. Smith, "and my experience with these gives me valuable knowledge to pass along to new home owners."

While plans for his new store were still in the blueprint stage, Mr. Smith decided that chances for large-volume sales of builders' hardware were good. As matters turned out he was right. Revenue in this department far outstrips that experienced in the former downtown store.

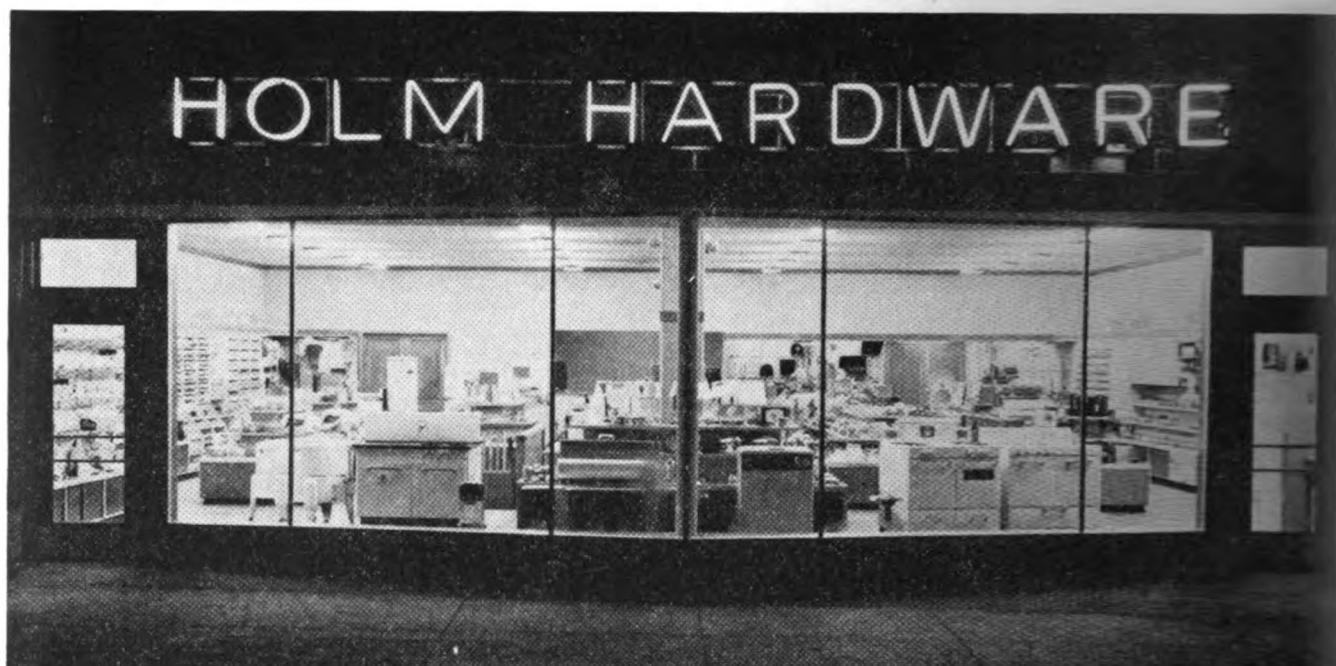
This increase, according to the dealer, is because of a wider stock; accessibility of the store to builders of the area's new homes; and because the store remains open evenings until 9 o'clock and is open Sunday afternoon, which gives mechanics and homeowners

(Continued on page 45)



Seasonal merchandise is featured on the platform of this glass-covered cutlery case which stands inside the entrance.





Night view of the well-lighted visual front of the Holm Hardware store.

## Complete Home Service Builds Sales Volume

*Firm's belief that customer satisfaction in sale of one service or piece of equipment will lead to further business pays dividends for this Iowa hardware store in town of 1600*

Service to its customers has been one of the keynotes of the success enjoyed by Holm Hardware, Story City, Iowa, operated by the same family for 45 years.

T. M. Holm, who with his sisters, Mrs. A. S. Larson, Miss Alvena Holm and Mrs. H. K. Henderson, owns the store, explains that original sales are keyed to the thought of future orders. Says Mr. Holm, whose father, T. T. Holm, established the firm, "There's a chance

to sell several appliances plus plumbing and other equipment to many homes in this area. One satisfactory appliance sale, or plumbing or heating installation, frequently leads to other sales during the year."

It is not unusual to see from two to five large plumbing and heating jobs, either in bid or actual contract form, on Mr. Holm's desk. He spends considerable time visiting and conferring with homeowners

and builders, leading to numerous sales and recommendations for future business.

Mr. Holm and his sister, Miss Alvena Holm, assistant manager, operate the business with eight employees, five of whom are in the service department. Mr. Holm points out that the firm's bottled gas, plumbing and heating activities take in a radius of 15 to 20 miles of Story City, a rural area

(Continued on page 22)



↑ Portion of main floor with wrapping table in front of the builders' hardware and bolt section.

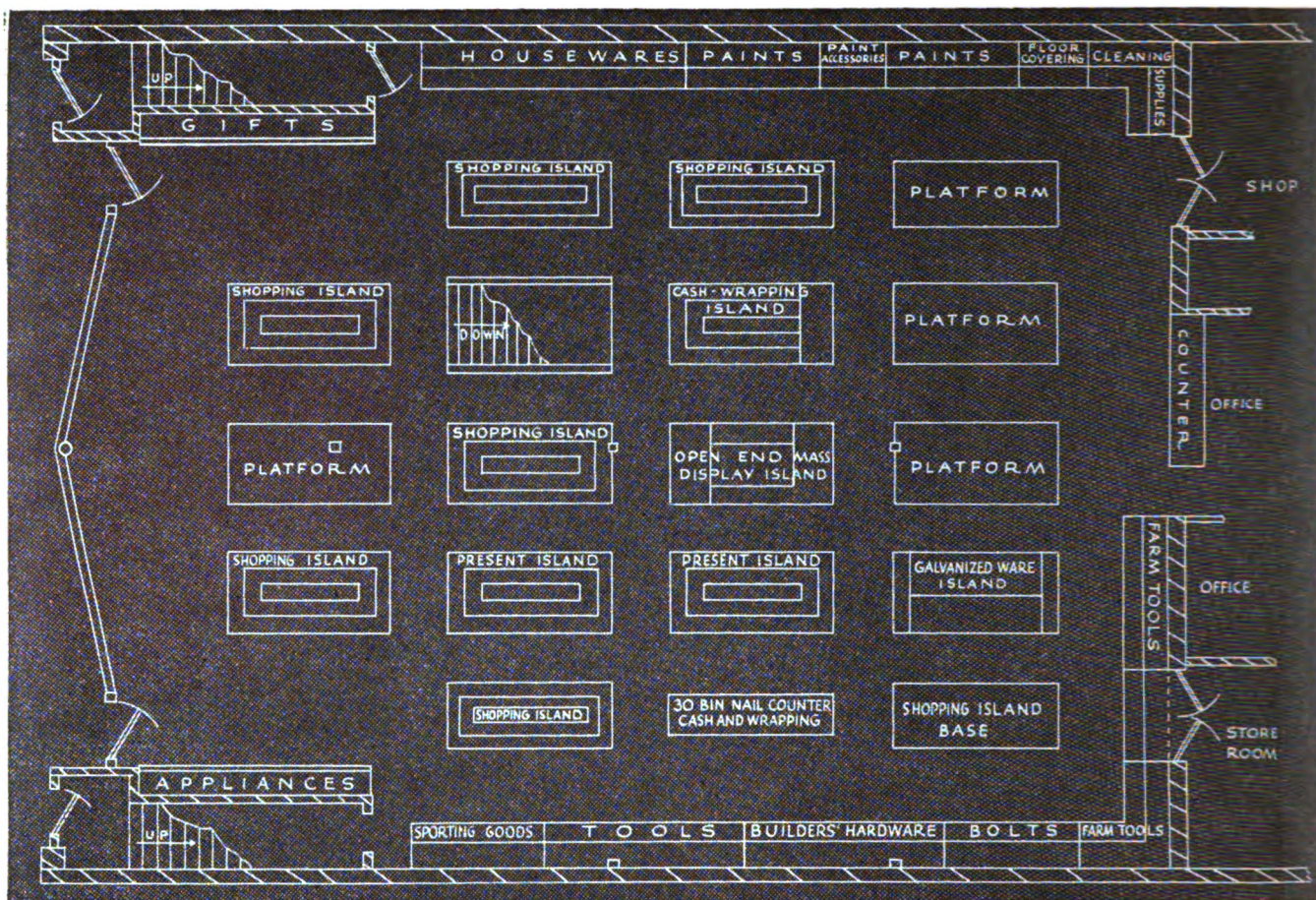
T. M. Holm, who is co-manager of the store with his sister, Miss Alvena Holm.



↓ Housewares section and basement entrance, off center, toward the front of the display room.







Plan of the store's first floor display room.

with a population of approximately 3500. The town itself has 1600 people.

Many farmers and townspeople are improving their properties and some are erecting new homes. This gives the firm's plumbing and heating division considerable work. Remodeling and new home orders bring Holm Hardware jobs ranging from \$850 to \$4500.

The firm handles forced air, hot water and steam jobs including oil burners and stokers. A variety of heating installations are used by homeowners in this area and Holm Hardware can service all of them.

This store also has a floor covering department, offering installation service on inlaid, block and other types of linoleum. In fact, just about every home need excepting furniture is handled capably and at a profit by Holm Hardware.

The store's bottled gas division serves about 600 customers in the Story City area, and is proud of the fact that it has handled the same line for 22 years, having pioneered it in that area.

The present home of the Holm store, a steel and masonry struc-

ture built more than a year ago to replace one destroyed by fire, was erected at a cost of approximately \$50,000. It is a two-story structure 50 by 104 ft., with apartments on the second floor and a 50 by 86-ft. display room on the first floor, plus warehouse and storage space in the rear. The basement is used for both display and storage purposes.

Holm Hardware's visual front store, with an entrance on both

ends, is lighted with fluorescent equipment. Planned and equipped by the Iowa Retail Hardware Association, the store displays appliances, tools, hardware plus a variety of items appealing to the ladies on the main floor, all of which are plainly visible from almost any angle by window shoppers. Additional appliances, plumbing, heating and floor covering lines are given attention in the basement.

## To the Point

### • Newsworthy Comments on Current Problems

**SHOTGUN SHELLS:** The annual shotgun shell production is estimated to be used in the following manner: Rabbit, 29.6 pct; squirrel, 14 pct; quail, 13.9 pct; duck and geese, 10.5 pct; pheasant, 9.5 pct; doves, 7 pct; other game, 3.5 pct; trap and skeet, 12 pct.—*Remington News Letter*.

**WINDOW DISPLAYS:** Often, when we change our window displays on a Friday, we feel the effect on sales on Saturday.—*J. S. Smith, Jr., owner, Stocks Smith Hardware Co.*



# Promotion and Display Sell Appliances to Ranchers

*Cheyenne, Wyo., hardware and supply firm has developed good volume in all appliances and bottled gas by using modern display, selling and promotion techniques*

Selling appliances, radio sets and bottled gas in the wide open spaces of Wyoming presents problems unknown in more populous eastern and West Coast areas—distance being a particularly important one. In Cheyenne, radio advertising, newspaper ads and personal solicitation at the prospect's home help Rancher's Gas & Supply Co. do a sizable volume in these lines despite the handicap of distance.

Cheyenne has a population of about 35,000, yet the firm serves a trading area of about 75,000 or about one-third of the state's population. Sales are made to people

living as far as 200 to 250 miles from the store—as the result of advertising and visits from the firm's salesmen, who load a freezer, washer or refrigerator on a truck and visit ranchers and farmers.

In some cities having a so-called Green River Ordinance—prohibiting soliciting by itinerant peddlers—local merchants are often permitted to make cold canvasses. Cheyenne, however, so strictly interprets its Green River Ordinance that even local merchants are prohibited from soliciting orders at a local residence except on the occupant's invitation. Thus the firm can only

send its salesmen to local homes when specifically invited to make such calls. The firm overcomes this handicap by making such calls beyond Cheyenne's limits.

Like many other hardware and supply concerns, Rancher's makes extensive use of classified advertising to keep reminding customers and prospects of its wares and services. However, the local newspaper refuses to allow the advertising of new merchandise in its classified columns. Rancher's uses at least two daily classified ads to offer used equipment which it has accepted on a trade-in basis. Such ads attract attention to used refrigerators, freezers, washers and other major appliances, but are often the cause of the sale of new merchandise seen by those attracted to the store by the ads.

The area has a large Mexican population, and so the firm uses a spot radio broadcast, in Spanish, on

(Continued on page 36)



Above—Wall lineup of electric and gas ranges and kitchen cabinets, supplemented by manufacturers' display material.

Right—One of the alcove displays featuring electric washers of both wringer and automatic types.





# Rental Income Is 2% Of Gross Sales

*L. Van Inwegen, Seattle dealer, gets his biggest return on rentals from the materials which he sells for use with them. With nearly 50 tools for rent, rental income is 2 pct of gross sales.*

"Rentals really pay off in a neighborhood hardware store such as ours," L. Van Inwegen of West Woodland Hardware Co., Seattle, Wash., declares. "We'll rent anything we think our customers will want to use from sanders and edgers, to painting ladders and post hole diggers. We've found an active demand for rentals of 40 to 50 different tools which we keep on hand for that purpose at all times.

"The test of a good rental tool is how frequently the customer will want to use it, by comparison with its cost. A post hole digger, for example, is not too costly but a man will want to use one perhaps only once in 10 years. He'll use a floor polisher quite often, but may not want to pay the considerably higher price. A sander, of course, is a natural rental item, since it runs into several hundred dollars and may be used by a customer only once in 10 years, or in a lifetime.

There are a lot of cheaper items, however, which will rent readily at 50 cents to \$1 a day. To name a few others which we handle, there are sewer augers, electric drills, hand sanders, thread cutters, lawn rollers, seeders and spreaders, ladders and ladder jacks. We also rent tree pruners, pipe wrenches, tin snips, mauls, blocks and tackles, moving dollies, wheelbarrows and about 20 miscellaneous hand tools.

"Income from rentals runs about 2 pct of all gross sales. While not particularly large, it is still worth handling for that reason alone.

The big advantage, however, is in materials sold as a direct result of having rentals available. A \$3 (half-day) rental of a large sander,



L. Van Inwegen, in smock, instructs a customer in the proper use of several wood finishing power tools which he is renting by the day.

for example, will lead to a \$25 sale of materials for the job. A two-day rental, for \$3, of a power hand sander for outside work may easily bring a sale of \$50 worth of paint.

In one case, a customer who rented a sander for his 70-ft. yacht

bought paint for the entire job and sent four of his yacht-owning friends into the store. We thus made rental and paint sales for all five yachts as a direct result. Many sales of unrelated items also re-

*(Continued on page 42)*

Bright lights on all day make this paint department a focal point and enable it to draw traffic from the television and power tool departments.



## 2 Traffic Lanes to Paint Sales

*Strategic location of this paint department helps it draw traffic from other sections of the store. Attractive display completes the sales job*

Paint practically sells itself in the Urich Hardware, 844 N. Third St., Milwaukee, Wis. The paint department is now located where it gets the benefit of traffic to the television department and to the power tool section.

Paints thus get the attention of both men and women, for television draws homeowners and that department is on the balcony over the paint displays. Men are the primary sales target of a power tool department. That is why the paint section is nearby. Also, men who use power tools in their homeworkshops are logically going to need

paint and varnish for finishing their work.

However, in addition to locating his paint department at these strategic traffic points, Perry Urich, store owner, also created a department that would be a draw in itself. Located in a recess under the balcony, the well stocked department boasts the most modern type of fixtures and plenty of ceiling lights to keep it looking bright and attractive.

A specially constructed display case holds brushes and other accessories. This case, about 18 in.

wide and 7 ft. high, has tilted upper shelves to show off the brushes to their best sales advantage. Color cards are prominently posted so that selections can be easily made.

"Men like to browse about in a paint department while they are waiting for keys to be made or locks repaired," says Mr. Urich. "Often they will sell themselves on a paint job as the result of studying the color charts. We figure, too, that a paint department should be bright and cheerful, so that's one reason we have lights on there practically all day long."

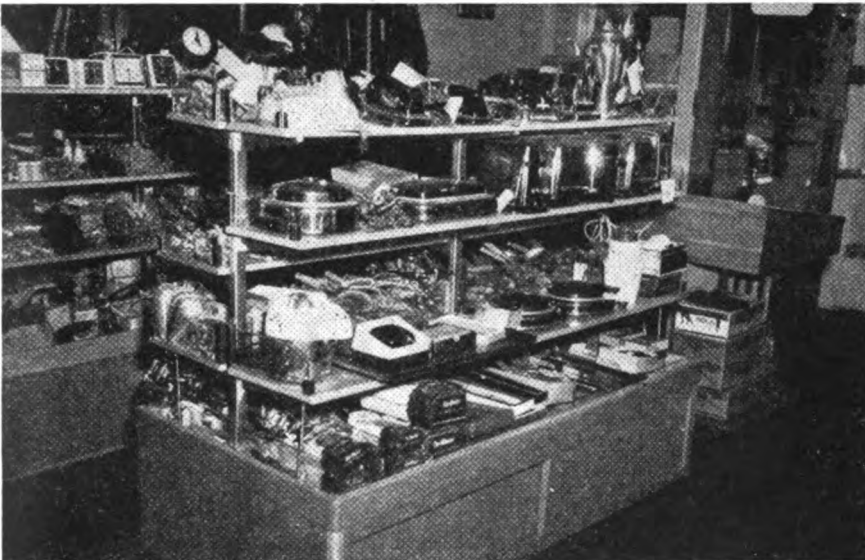


# Do Small Display

Here are two case histories of dealer experience showing that, properly applied, small fixtures can be very effective

## Case No. 1

### *Klumpp's Hardware Beatrice, Neb.*



Small fixtures in a narrow store stimulate traffic flow.



Small fixtures at Klumpp's mean greater flexibility in store layout.

Greater flexibility of up-front display and easier handling of traffic flow has been achieved at Klumpp's Hardware, Beatrice, Neb. with the use of three small fixtures, each measuring 3 by 6 ft.

They have made possible unimpeded traffic movement from one side of the store to the other. More merchandise is getting more attention from more customers and has begun to sell better.

"We formerly had larger display islands up front in our store," Joe Klumpp explains, "but because our store is so narrow, customers could not easily move from one aisle to another. Some customers would want to inspect merchandise more closely on the other side of the display island, but could not get over there very easily, especially on rush days when traffic was heavy."

The fixtures, manufactured by Store Kraft Fixtures in Beatrice, have four display levels, the upper three being adjustable for height on a centered supporting upright. Space below is for storage. Because of their size, Mr. Klumpp is able to try them out in various positions in the same area—crosswise, lengthwise or at an angle.

If he desires to place one or two washing machines or other appliances up front, he can do so without congesting the area. Mr. Klumpp uses larger islands further back in the store.

The smaller fixtures used by the Klumpp Hardware also have storage space for surplus stock built into the lower level and concealed by sliding doors, making it easy to get at the stock when necessary. An additional advantage of the small fixture is that it speeds up sales.

# Fixtures Sell?

## Case No. 2

### *Lawlor's Hardware Lincoln, Neb.*

A sales battle has been waged at Lawlor's Hardware, Lincoln, Neb., during the past year between small and large size display fixtures.

The score keeper, the firm's bookkeeper, has departmental sales figures which show that in center floor areas where 12, small 2 by 4 ft. fixtures now replace the larger display islands, sales have risen considerably. This proves, Tom Vance, display and advertising manager observes, that many of the store's customers prefer smaller center-of-the-store fixtures.

The 12 small fixtures which Lawlor's Hardware is presently using are not alike in shape although their size is basic, 2 by 4 ft. Their construction is of  $\frac{5}{8}$  in. plywood and some have adjustable display levels. All are on casters for mobility.

They are very adaptable, reports Mr. Vance. For example, several in the store's large sporting goods section are ideal for showing considerable quantities of bowling ball bags and other gear. Baseball and football equipment also fit neatly on the two display levels, a feature of some of the fixtures.

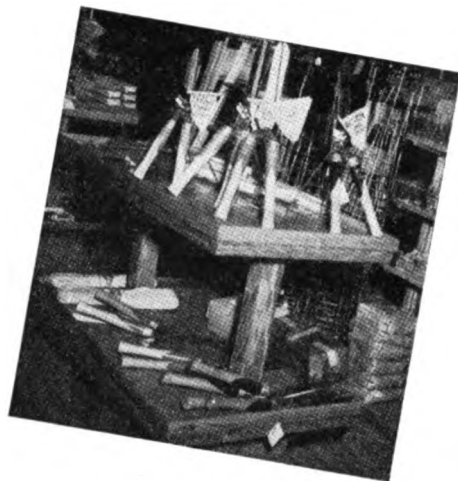
In the golf section, a 2 by 4 ft. fixture has a special device for displaying golf clubs in an orderly arrangement, which invites inspection but does not clog traffic.

Most of the small fixtures used at the store were constructed in the store's display department and are refinished and repaired, when necessary, by the store's staff.

"The small fixtures may seem to provide too much aisle space at a sacrifice of display," says Mr. Vance, "but we have found that

*(Continued on page 28)*

Lawlor's tested sales pull of small fixtures and found they sell better because the merchandise gets more attention.



The 12 small fixtures at Lawlor's have a basic 2 by 4-ft size.

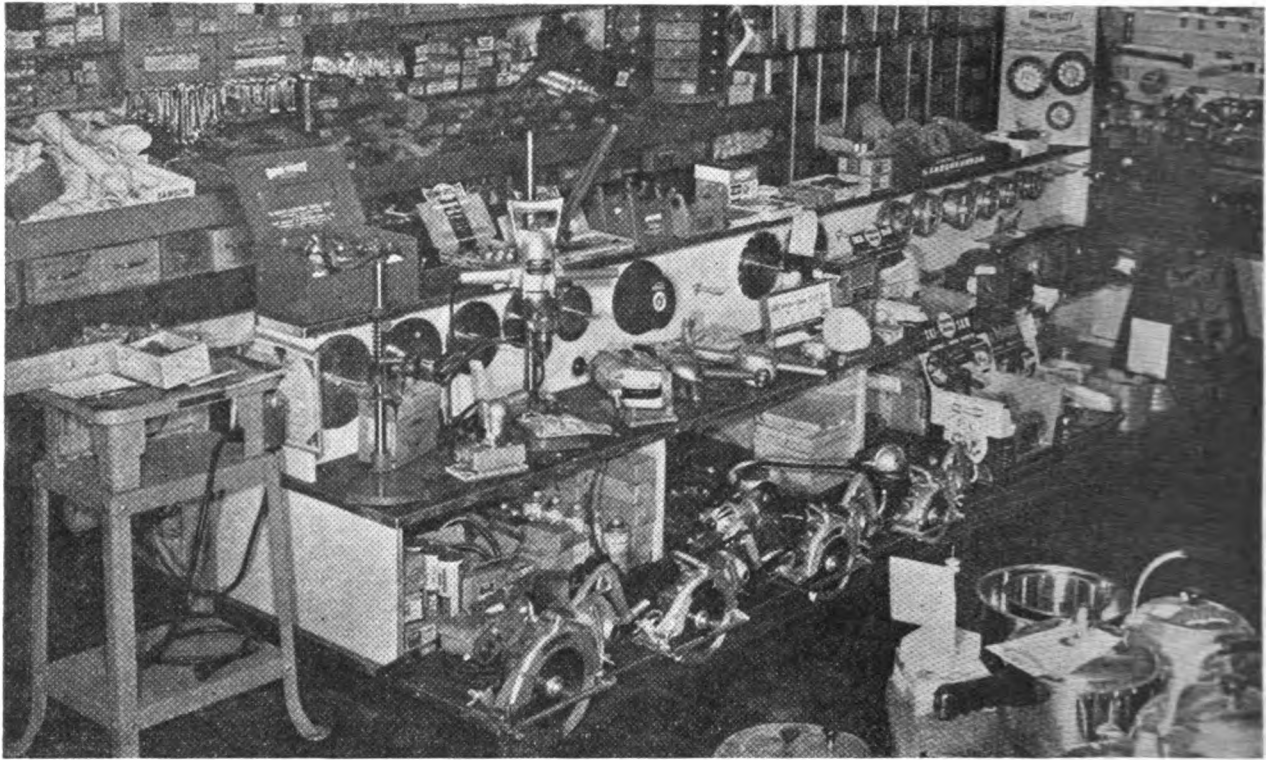


Lawlor's also found that smaller fixtures encourage customers to do more shopping.



# \$10,000 in Power Tool Sales

*Boise's oldest hardware store chalks up a volume of \$5,000 in power and hand saws*



This homemade, three-level display unit for power tools and accessories occupies a space of 15 by 5 ft.

Power tools and portable power tools account for a gross volume of from \$8,000 to \$10,000 at the Springer Hardware Co., 909 Main St., Boise, Idaho. Saws — power and hand — alone account for \$5,000 volume annually at the store.

Heart of the store's success in these lines is the use of a three level step-up display unit, 15 by 5 ft., designed and built by the store staff. Low enough for even those of short stature to quickly see the contents of all three shelves, from either side or the front end, the display unit is constructed of wallboard and trimmed with chrome. Hooks on the riser, between the top and center shelves, provide display space for blades, pulleys and other accessories. And to permit even closer inspection by customers there's foot room under the lowest shelf.

Catering to a diversified trade,

chiefly to city dwellers and mechanics, this department does considerable volume on a cash basis, although many sales are made to those with open account privileges. A service department for power tools and the use of an old bench and lumber, in the back of the store, for testing and demonstrating equipment are other selling aids employed by the store.

Sales, in this department, according to C. Ed. Springer, run as high as \$342 for the highest priced power tool. Many customers buying power saws—portable or bench—will usually purchase extra blades for future use.

A particularly active seller is a saw and jointer combination running about \$197.

## Do Small Display Fixtures Sell?

*(Continued from page 27)*

customers like to shop among the displays and the small fixtures encourage this. Customers may often be discouraged from inspecting all the merchandise on a large table because of the vast amount of goods shown here. By breaking up our displays into smaller units, the merchandise stands out better. The small display fixtures work for our store."

As a result of the store's experiment with these small fixtures, a number of the larger and more expensive display islands are being disposed of. However, Mr. Vance does not say that the large display island is outmoded, rather, he believes in varying his floor display layout to include a good proportion of small fixtures to large ones.

Bob Withers, manager of the Manhattan Hardware appliance department demonstrates a refrigerator.



# 3 Follow-Ups Pave Way For Future Sales

*After this appliance manager completes a sale, he builds up good will by:*

- 1—Personally handling delivery
- 2—Calling back to check appliances, and
- 3—Returning to pick up leads

Jack Hill's Manhattan Hardware, Manhattan Beach, Calif., in 1949 sold, in his community of 10,000, the following appliances: 80 home freezer units; 50 refrigerators, 50 ranges and an equal number of washers and heaters.

He sold these by placing one man, Bob Withers, in charge of the

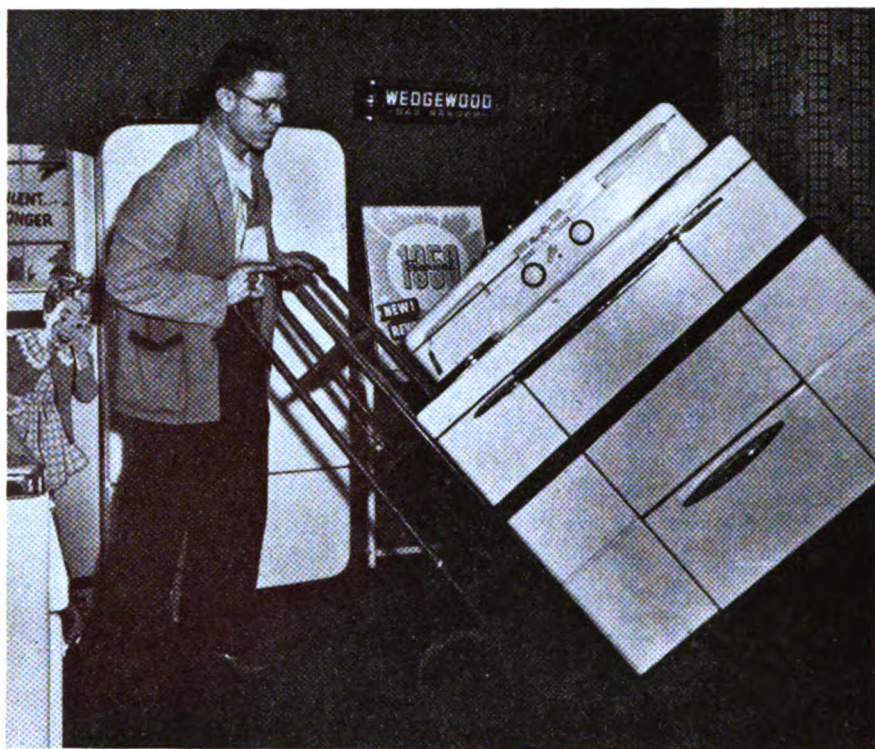
store's appliance department to run it practically as an entity. Mr. Withers buys appliances and sells them. He delivers the appliances, installs them and services them.

Mr. Withers has only one assistant, an experienced sales lady, Mrs. Vivian McLaughlin, who takes over when he is out on calls. But Mr.

Withers also has an incentive for taking full responsibility for all phases of appliance merchandise. He receives half of the net profits of the department.

After concluding a sale, Mr. Withers makes his own delivery in the firm's appliance truck. The following day he calls back on the cus-





Mr. Withers not only buys his firm's appliances and then sells them, but he also makes the deliveries, the installation and handles the servicing.

tomer to make certain the appliance is working efficiently. If it's a gas appliance, he checks adjustment of the pilot light.

A third call is made for the purpose of picking up leads from the owner of the new appliance—names of friends or relatives who've been in to admire the new appliances. On such occasions, he usually takes along a small gift, such as a refresher box, if the customer bought a refrigerator.

His method of operation can be summed up as Personal Service. He not only follows up his own leads but he does the installation himself, believing that it is in his own interest to see that the job is done correctly.

"Even, on occasion, when I need the services of the gas company's repair man on a major job," he reports, "I always go along. In a small community word gets around fast. Suppose a repair man goes in to repair some item on a gas range.

"Left alone, he's apt to say, 'These things are giving us trouble all over town,' or some such thing. Then all the confidence the store has built up can go out the window in a moment because of some careless remark. That's why I'm along on any repair trip. No factory or utility repair man is allowed to call on my accounts without my permission and presence."

Manhattan Hardware gets its best prospects for appliance sales through two other methods. One is a direct mail advertising program;

the other is suggested selling on the floor.

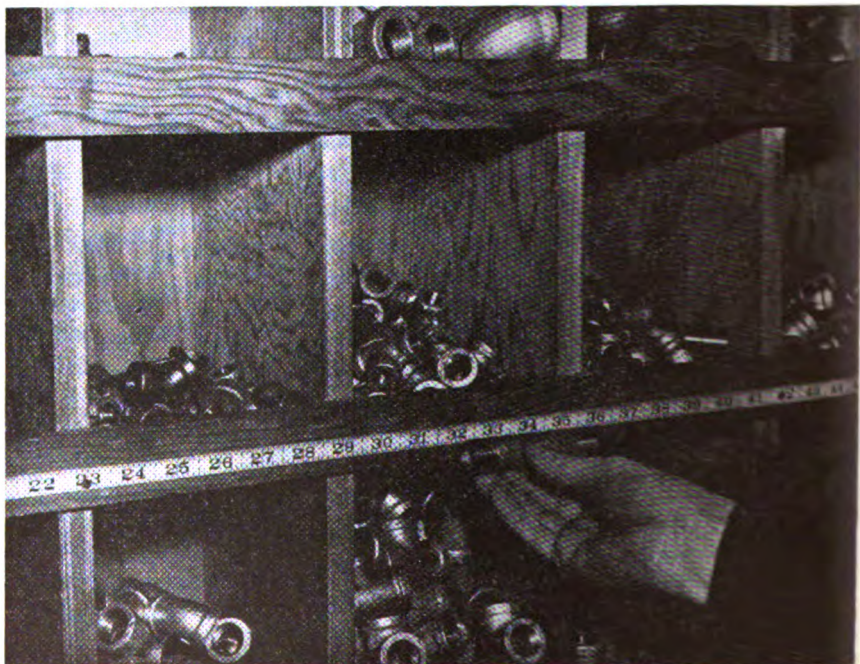
Direct mail is sent out at least once a month and is a home-tailored product, the store having its own addressing equipment. During a special sales campaign, mailings are sent out twice a month by the company.

Suggested selling, Mr. Withers explains this way: "Even if a customer comes into the store for just a pound of nails, we tell him about our major items and in this way we make good use of our floor traffic." This rule is adhered to in all departments.

He also takes advantage of the current popularity of using a meter plan to close appliance sales but he has given it a new twist. Under the conventional plan, a meter is wired to an appliance and the customer can use the appliance only if a quarter is inserted. The idea has worked out to advantage.

Mr. Withers, however, gives his customers who are interested in the plan a free piggy bank. Then he puts them on the honor system. They can use the piggy bank for saving their quarters toward their payments, but their use of the appliance isn't jeopardized if they should miss a day or two.

## A Double Check on Sizes and Time



A 6 ft measuring tape tacked to the wall case holding pipe fitting enables the Termin & Doering Hardware, Seattle, Wash., and its customers doublecheck sizes of fittings. Marking the proper sizes on the individual bins does not necessarily insure that fittings will not occasionally get into the wrong bin; particularly when customers wait on themselves as they are encouraged to do at this store. The same measuring device is used for the bins of machine and carriage bolts.



# Powered Merchandise Accounts For 35% of Store's Volume

*Up front display and well informed staff helps attain good results in sales of major equipment lines. Complete service a third factor.*

Alex Smith Hardware, a small store in the small (8000 population) agricultural shopping community of Corvallis, Ore., bases its sales program on power tools.

Alex Smith estimates that power merchandise of all kinds, including power lawn mowers, pumps and portable hand tools, produce from 10 to 35 pct of the sales volume of his store, which measures only 26 by 55 ft., and which is devoted mostly to the display of housewares and general hardware lines.

"We do so well with power equipment," explains Mr. Smith, "because we give it such prominent display in front of the store, or just inside the front door, throughout most of the year."

"As soon as a customer steps into the doorway, at most any time of the year, his glance falls on an electric water pump. In our mild climate we show power mowers outside the store until late in the fall. We do the same thing with out-board motors. There are generally two or three on outside display, within 6 ft. of the store entrance," said Mr. Smith.

"There's another very important reason why power items bring us about one-third of our income," added Roger Mills, youthful store manager, "and that is that all of us have a good understanding of tools. Therefore, before we can talk intelligently about the tools we are trying to

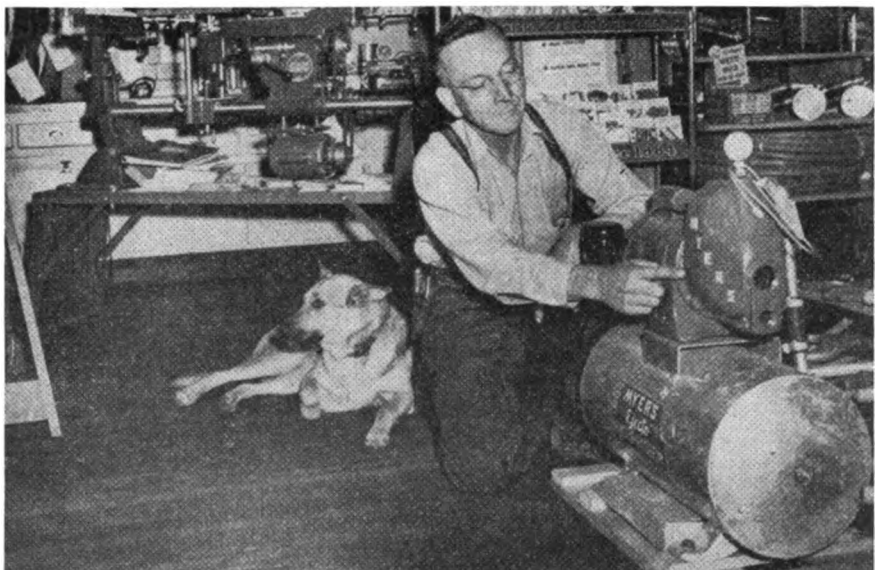
sell, Mr. Smith will talk about them all night, if a customer hears about them," Mr. Mills said.

There's a third important factor that helps Alex Smith Hardware power its sales of these lines and

(Continued on page 42)



Power mowers are displayed in this fashion for about nine months out of every 12. Window displays always include electric tools.



Owner Alex Smith points to the pump which is generally displayed right inside the store entrance. Big power tools also get up-front display.





GERALD STAHL

# Modern Packaging Aids

By GERALD STAHL

Industrial Designer,  
New York City

Across the country alert hardware men are recognizing and feeling the impact of mass, impulse-buying, merchandising psychology upon retail sales promotions. The importance of packaging in the picture has resulted from several factors.

First, let's consider the change in consumer buying habits. Mr. Consumer shops and selects his purchase by himself. Often he doesn't require the services of a salesman until he's ready to pay for his purchase. Today's shopper is more inclined to make a purchase on impulse.

High-powered advertising campaigns implant the visual image of a product and/or its package in the consumer's mind. This product-package image is linked, if the advertising campaign is successful, with a strong impression of quality and value—even the desire to own. When the customer sees the product or package while ambling through the mass displays in the hardware store he recognizes them—they're familiar.

He buys them seemingly on the spur of the moment. But he has been sold by advertising prior to his going to the store and point-of-sale impetus was added by the selling message of the package.

Whatever personal nostalgia we may feel for the friendly interest

and individual service which is rapidly disappearing from American retail selling, the change is an irrefutable fact. Personalized service will never entirely disappear, nor would we want it to, but impulse-buying and consumer personal selection from mass merchan-

dising layouts, is assuming more importance.

The hardware merchant, recognizing this change in the shopper's psychological attitude, has encouraged and accelerated it. The merchant works hard to make his store an attractive place in which to

Sales appeal, brand identification and protection, are all combined in this corrugated prepak for an electric iron.



This carton emphasizes quality, stability and dependability. The package illustrates how packaging and display can be employed to help build consumer recognition of these factors. Packaging like this attracts attention and shows advantages and features of the product itself.

# Hardware Sales

*Modern hardware packaging must stimulate impulse buying by describing product and its use and by displaying its contents. It must also be easily handled, while protecting the merchandise it contains, says Mr. Stahl.*

shop. By judicious use of color, form and lighting it welcomes the shopper.

Well placed and well spaced display aisles encourage investigation of merchandise. The merchant has stimulated his sales by making it easier for the customer to make

his own selection. He sees that his stock is diversified, fresh, of high value and quality. He tempts customers into making impulse purchases with inviting, mass display of merchandise.

Comfortable surroundings, good merchandise, pleasant sales people

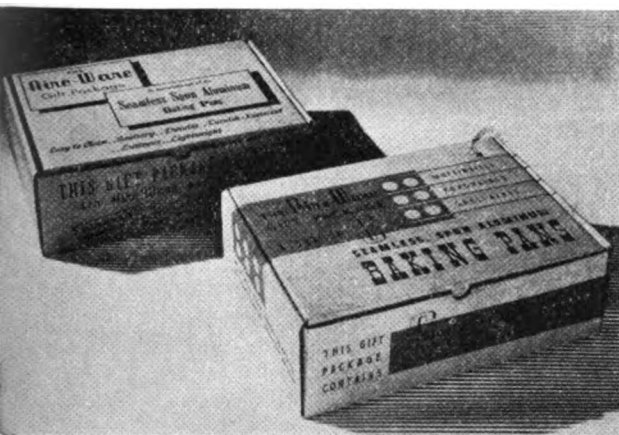
make it easy for Mr. Shopper to spend his money and to enjoy doing it!

The hardware manufacturer must take steps to tie in with this trend to mass merchandising.

There are but three point of sales tools the manufacturer can employ—his product, his package, his display. It is rare good fortune if the merchant uses all three. Under ideal conditions the display calls attention to the product and lists salient advantages; the package duplicates the work of the display, protects the product, carries stock number and other important information; by displaying the actual product the customer is enabled to handle and try it.

However, under normal store conditions the manufacturer is lucky indeed if only his package receives fair display space. The package then must perform all of the functions formerly allotted to the display, package and product. Alone, or in massed arrangement, the packages must catch the customer's eye, must sell him quickly, and concisely, must establish manufacturer's brand name. The packages must describe advantages, uses and ingredients of the product. It must give easily followed directions for use — tell what to avoid, how to care for the product.

Imaginative packaging invariably tells the story between a fast mover, or an overstock item back-



Frequently an ordinary shipping carton can be converted into an extremely effective silent salesman by the use of distinctive package design and imaginative merchandising. This package offers assorted baking pans as a handy, attractive gift set, thus easing storage and display problems. The older package is to the left, the new one to the right.



Six packets of six individual molds, are shown in this self contained display carton. This setup simplifies dealer storage, handling and display problems and is a real eye catcher at the same time.



ing up from merchant to wholesaler to manufacturer. This is not just a package designer's belief, but a merchandising axiom proven by the experience and sales record of those hardware executives who have had the insight to recognize this trend and to adapt their packaging and merchandising policies to meet changing conditions.

To successfully accomplish all these requirements places a heavy burden on the package. What do we know about hardware packaging that will guide us in the development of a package to attain our sales goal?

The package that will do a top notch selling job in the hardware store should be judged by three basic rules — Does it clearly describe what the product is? Does it say what the product will do or what its uses are? Does it forcefully attract attention and display its product? As simple and obvious as these rules may seem they are rarely properly applied in practice. Yet the hardware package that meets these standards will act as the producer's and the merchant's best, and sometimes only salesman, from the time it leaves the manufacturer until it ultimately reaches the consumer's home or shop.

The lessons already learned in successful packaging of some hardware products, from tools to thumb tacks have taught many things aside from the fact that packaging in itself is an effective selling medium.

The "pretty" package—the package that may win an art award is not necessarily the answer. To start at the beginning, the package for hardware products which tend to be of concentrated weight, irregular shape, and which are awkward to handle and pack must obviously be well engineered in order to keep packing, and handling costs to a minimum.

Most hardware products, after they leave the manufacturer, pass through channels of distribution where warehousing, ease of storage, stock identification and re-shipment are extremely important. A good hardware package will incorporate a clear labeling of the nature of the contents including stock and technical information of importance to the wholesaler as well as the retail dealer.

The technical aspects of hardware packaging could form the subject of an article in itself. Split corners, crushed cartons, damaged

merchandise still pose major problems to the shipper of hardware. The condition in which the package arrives at the retail outlet is extremely important. The following pointers should be used in determining the value from present packaging expenditures:

(1)—If existing packaging depends upon an excessive amount of inserts, padding, and partitions it is a good sign that labor and material costs are wastefully high without offering maximum protection. The application of up to date engineering techniques can usually effect great economies that the client never thought possible. As part of a recent project for a nationally known electrical appliance manufacturer 6½ sq ft of corrugated board per unit was eliminated in the packaging of just one of its smaller appliances while substantially improving the protective qualities of the carton.

(2)—The improper application of materials is not only a direct waste of money, but may be causing hidden losses by creating a poor impression at the point of sale. If a carton is merely a shipping case, one of the most valuable advertising medias available is being completely wasted. One of the country's largest national advertisers recent-

ly found through extensive survey and tests that it was receiving more spot advertising value through its packaging than through all of its consumer magazine and radio advertising combined. Dull stock, materials that are easily scuffed, and finishes which readily show dirt cause a loss of sales and prestige which can hardly be calculated.

(3)—Recent advances in carton construction and design can be utilized to substantially reduce cost and improve product protection. Conventional construction may be providing adequate protection at the moment, but savings of 50 per cent through more modern methods are not unusual.

(4)—A package or carton which is discarded upon arrival at the point of sale has only done a small part of its job, and is a waste of money. Many products can be packaged so that the package can be conveniently converted into an effective point-of-sale display.

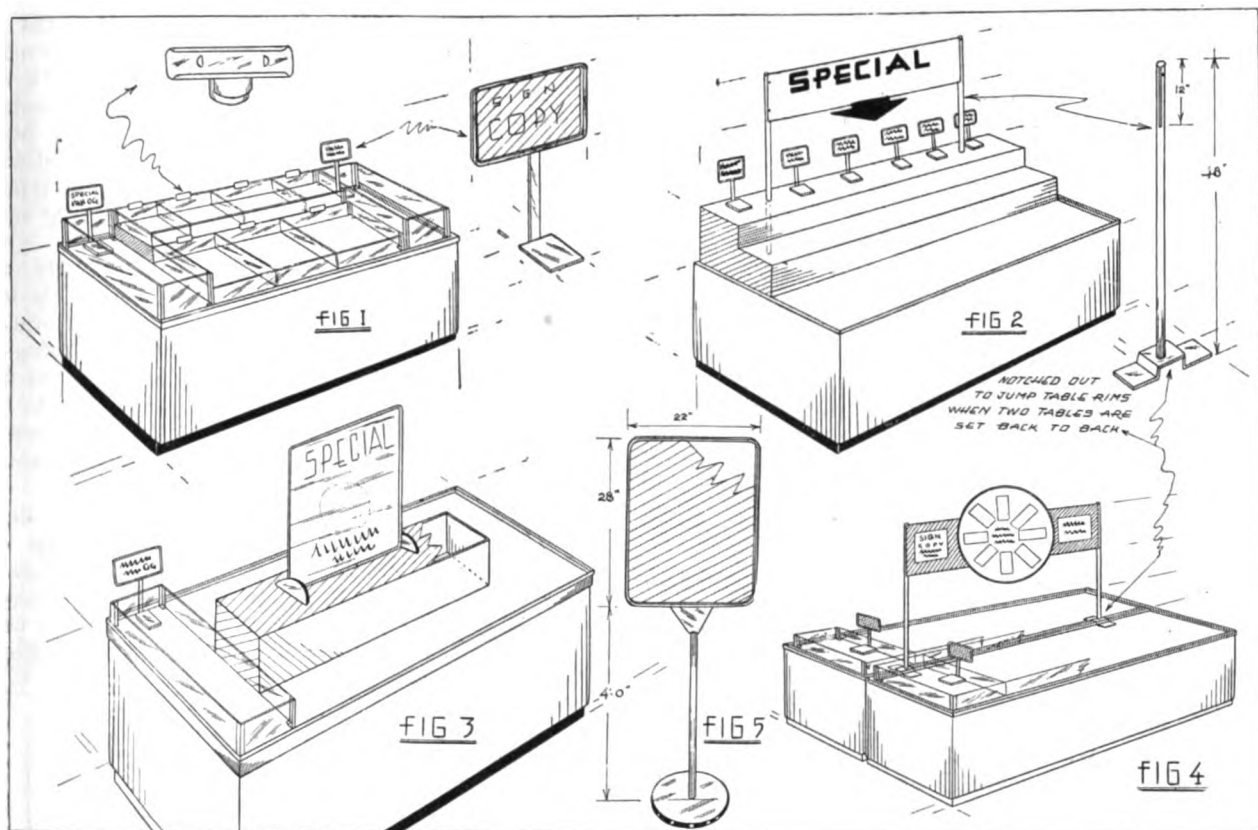
Some manufacturers still believe that no form of packaging can increase sales. This argument has its roots in the fashion in which their products were handled in the old time hardware retail outlet—stored in a back room, under the counter, in catch-all bins or jammed

(Continued on page 40)

## Display Points for Clocks



O'Hara Hardware & Appliances, Ottumwa, Iowa, has its main floor sales room on two levels. At the head of one of the stairways leading to the upper level, the store has these two displays for its clock lines—where they can't be missed as customers pass through the store.



Showing how signs may be used to advantage on table displays.

# Good Signs Bring Better Volume



*Good signs play an important role in building sales. Here are some practical ideas for putting salesmanship into signs at low cost.*

Clarity, brevity and visibility are among the top requirements for a good interior selling sign in a retail hardware store. Such signs should also be large enough to be easily read at a reasonable distance and always in clean condition.

When a hardware store is offering special items—at lower than usual prices because of a closeout

or is offering something not usually handled—all signs for specials should have the same color scheme. A yellow card with heading in red, and copy including price in black, will stand out and help lead customers to the sections you want them to visit.

Larger chain stores have long realized the importance of effective signing including a touch of

eye-catching decorative art. For the hardware dealer not having facilities for producing his own art work a local sign painter can handle the assignment—usually at no great cost.

Illustrated are some suggestions for proper signing in your store. Fig. 1 shows a table set up with a standard 3-in.-high riser and two end feature display bins in



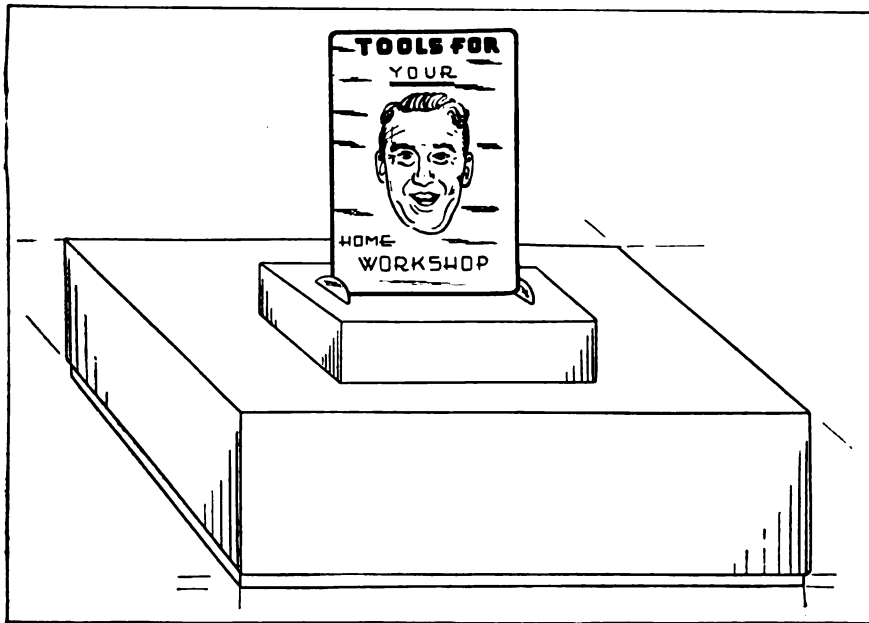


Fig. 6—Art work catches the eye and draws it to the advertising message.

which top seasonal items can be featured. Each of these feature bins are signed with 7 by 11 in. metal card holders, other bins being signed with metal bin clips. The small price tickets inserted in these clips can be kept neat and clean by cutting covers from sheet plastic and inserting them in the clips over the tickets.

The detail drawing in Fig. 2 shows how a table can be equipped with a two-step riser which may be built of plywood and painted to conform with the color used on your tables. The table is then signed with a large overtable sign lettered to identify the line on display. The chrome-finish, notched base card holders 48 in. high can

be inserted in the two-step riser by removing the base as shown. Each item shown on the table can have a sign, in back of it, with 3½ by 5-in. base card holders. This type of overtable-signing can be used on several tables to draw customer attention to any lines on feature display.

The table in Fig. 3 is signed with a 22 by 28-in. chrome-finish, base card holder. On such a card actual samples of items displayed on the table may be mounted. Note how a high, one-step riser is used in the center of the table so that the card holder can have two cards back to back to price the table for island selling.

Fig. 4 shows how the overtable

card holder mentioned in the description of Fig. 2 may be used on two tables set back to back with the base notched to jump the table rims as illustrated. Note how a large wallboard or plywood circle can be attached to this type of overtable sign for showing actual samples.

The 22 by 28-in. base card holder, shown in Fig. 5, is ideal for mass floor or low platform displays, such as mass showings of paint with the cans stacked 4 ft. high. Card holders of this type can also be used at the store entrance for announcing special events and sales.

The smaller drawings — Fig. 6 and 7 — show how a little eye-catching art work can add punch to any sign. Each of these suggestions makes use of the 22 by 28-in. base card holder shown in Fig. 3.

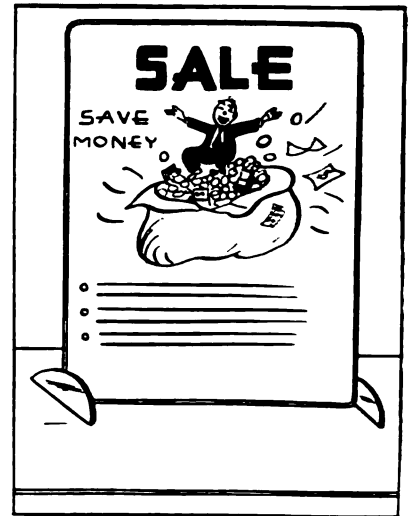


Fig. 7—Art work puts a punch in this sign.

## Promotion and Display Sell Appliances to Ranchers

(Continued from page 23)

Thursdays at 6:45 a. m., plus a Sunday musical program featuring songs in Spanish.

Some appliances and radio sets are displayed on the store's main floor, although the main display is in the basement. A sign on the main floor invites people to, "Visit the model appliance displays in our thrifty basement." The basement, 15 by 60 ft., includes three alcoves for showing different types of gas and electric appliances and radios. Both gas and electric refrigerators are shown, most of the gas units being sold for use with bottled gas.

Rancher's Gas & Supply serves from 800 to 1000 bottled gas ac-

counts, operating three gas trucks out of Cheyenne, and is reputed to be the largest butane gas outlet in the state. In addition to its distribution of bottled gas from the Cheyenne store, the firm operates a bulk plant at Saratoga, Wyo., 150 miles distant, from which many of its customers pick up their own supplies. A company service man also operates out of Saratoga. Most bottled gas accounts, however, prefer delivery from either Cheyenne or Saratoga.

Cards left with bottled gas users are used to notify the firm when replacements will be required. In addition the firm maintains a card

system in its basement offices indicating the approximate times when deliveries will be required by its delivery customers.

Until the recent revival of Regulation W, the firm's installment sales terms, although flexible, usually called for a minimum down payment of 10 pct, with up to two years to complete payment. Where deviation was allowed, it took into consideration the time of the year in relation to the wool cut on sheep ranches.

Usually the company employs two outside salesmen, on a salary basis, salaries being in line with their performance.

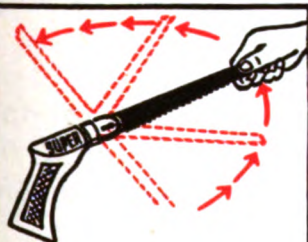
# ALLWAY SUPER SAW

**Exclusive**  
CHECK THESE ALLWAY FEATURES

1. Scientifically Designed Pistol Grip Handle
2. Blade sets in Any Angle or Plane
3. Positive Lock with Flick of Finger
4. Cuts Metal, Wood, Plastic, Bone, etc.
5. Display Card Mounted



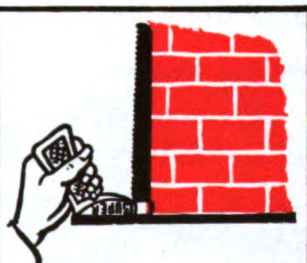
Half turn on lock, allows blade to be rotated and locked in any plane.



Full turn on positive lock, allows blade to pivot and lock on 45° steps covering 180°.



Used as mitre rule edge. Mark and cut.



Used as mitre square. Check and cut.

**COMPARE** the ALLWAY SUPER SAW with any other saw of this type!

1. Comfortable Pistol Grip, the combined result of over 400 grip tests.
  2. Roto-Index Chuck . . . no tools needed to set the blade in any angle or plane.
  3. Simple Finger Flick Lock . . . lock or unlock blade with just half a turn of this exclusive Finger Lock Lever. No thumb screw or bolts to set.
  4. Cuts almost anything . . . anywhere . . . Wood, Nails, Bone, Metal, Plastics, etc. For tough jobs in hard to get at places.
  5. Packed on attractive 3 color disposable display card for more sales. Use it and throw it away.
- Sell the ALLWAY SUPER . . . another member of the ALLWAY TOOL family which includes the famous ALLWAY HANDY and ALLWAY MASTER saws.

**Sales Builder**  
Three Color  
Disposable  
Display  
*Free*

Packed in Individual  
Shipping Carton



## ALLWAY MANUFACTURING CO.

2061 BRONX STREET • BRONX 60, N. Y.

Sales Representatives

**JOHN H. GRAHAM & CO., INC.**  
105 DUANE ST. • NEW YORK 8, N. Y.



Attractive approach to store's service department. The seasonal display, which is visible from the side street, features picnic and barbecue goods.



# How to Dramatize Your Service Shop

*Denver store, advertising that "Fisher Has It," lets shoppers see its neat service shop. Department is so located that customers patronizing it must pass seasonal goods display.*

Walk into any department of the Fisher Hardware Co., 2322 E. Colfax Ave., Denver, Colo., and you will immediately be impressed by its dramatized displays. Maurice Fisher and his wife planned it that way, and even carry out that idea in the setup of the firm's service department.

In some hardware stores, service departments are hidden from the public eye. Some are so set up that the public wouldn't particularly care to see them.

At Fisher Hardware, whose advertising slogan is, "Fisher Has It!" the service department is seen through a Dutch doorway, set in knotty pine siding. Glass brick and a two-light, visual type window are next to the approach to the department. A table, visible through the side street window, is utilized for a display of seasonal goods—picnic

lines when these photos were taken.

On the siding is a trophy of mountain hunting, an artistic gong

and an ornamental sign, all lending atmosphere, two of the items being sales suggestions.



Thomas L. Andrews and Don Fox, right, manager of the service department. Mr. Fox's smock bears the firm name and monogram.

*This magnified photo shows the revolutionary improvement in glass rods developed by Langley—longitudinal fibers that run lengthwise from butt to tip!*

*Only Langley Longitudinal Tubular Glass Rods have these features*

## **NOW NYLON RE-ENFORCED**

for greater strength and action

### **CHAMPIONSHIP ACTION!**

*Designed by Dick Miller with his own secret rod balance measurements. Terrific!*



*Longitudinal Bait Casters \$9<sup>50</sup>  
Complete line—Bait, Spinner, Fly—\$9<sup>50</sup> to \$20*



**Langley**

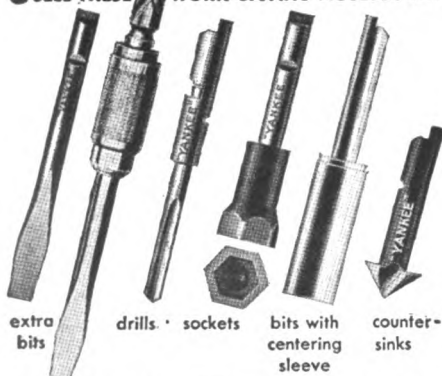


# Speed sells the "YANKEE" 130A Q-R Spiral

A tool that makes time for your customers makes sales for you. The "Yankee" 130A converts a simple, easy push into a power-spin that drives the screw home. The quick-return (Q-R) spring automatically returns the handle for another power drive. Keeps the bit in the screw slot. Makes an easy one-hand job of driving and drawing screws even in awkward positions . . . overhead or down below, in narrow places or "blind" applications. That's the kind of speed with manpower economy a man can see in a moment and buy without hes-

itation. That's worth money on the assembly line, in the shop, for all kinds of maintenance work. Built to do hard work the easiest way . . . for years and years of willing service.

## ● SELL THESE WORK-SAVING ACCESSORIES



"YANKEE" TOOLS

STANLEY

THE TOOL BOX OF THE WORLD

NORTH BROS. MFG. CO.  
Philadelphia 33, Pa.

Fisher's service department handles repairs and servicing on model electric train equipment and electrical housewares. It is also the point people visit to pick up rental equipment, including a floor sander, floor waxer, fence stretcher, fertilizer and seed spreaders, hand sanders and electric hedge trimmer. Most rental equipment is delivered and returned by the customer—which helps build store traffic. Where delivery or pickup is requested the

charge is 50 cents, or \$1 for both delivery and pickup.

A service department should be a profit maker for the dealer, as well as a convenience for the customer. In line with this truth a sign in the Fisher service department informs patrons that there is a "Minimum charge for repair or service information, 25 cents." Repair charges are based on cost of parts, plus a profit on them, plus a labor charge of \$2.50 per hour.

## Modern Packaging Aids Hardware Sales

(Continued from page 34)

on a shelf between hundreds of products and packages competing for the consumer dollar. No wonder there was little or no impulse-buying. Like the old time grocer and his cracker barrel, the old time hardware man has changed his merchandising thinking.

The accompanying examples of hardware and household packaged products have proven how well these principles can work. These packages speak for themselves. Each, in its own way, says clearly and legibly what the product is. Wherever possible, a good illustration of the product contributes to a quick, graphic impression.

An effective illustration of the product can be incorporated in most designs without resorting to expensive vignettes or multi-color printing. A clean line or dry brush drawing, possibly in combination with Ben Day techniques, can convey a favorable and complete story of a product, and eliminate cluttering copy.

### Compete for Attention

At all times each and every product and package in the entire hardware store is competing for attention with each other. Tricky lettering or art for art's sake only becomes a blur under actual store conditions. Surveys and sales records have proven that simplicity of design, well spaced, short, but descriptive copy, bold legible type and lettering, pleasing but forceful color combination, and ease of display are the necessary elements of an outstanding hardware package. These elements are the foundation upon which any worthwhile packaging program is built.

The reason for its specific importance in the hardware field is

that the wide variety of product displayed and lack of available space in the average hardware store makes the packager's problem even more difficult than most. Assuming that a package meets these basic requirements, obviously it is the design and sales imagination employed in the combination of these elements which decides which particular package is going to be distinctively outstanding and which is not.

### Suggests Dependability

When the average person walks into a hardware store he is looking for a useful, dependable product. Visually, and by psychological suggestion, a good hardware package will in itself convey an impression of dependability and value.

## HARDWARE HUMOR

By Hardware Age



"This one's okay, I'll take it."

# HURRICANE

## POWER MOWERS

### *Cut a Wide Swath of Profits for You!*



Hurricane mowers get the high grass up close to flower beds and shrubbery, along walks and driveways. This young lady finds little effort in using the light and maneuverable Hurricane "JR."

**Your Profit is Bigger when you sell the Top-Quality Line. HURRICANE is proven! Proven in customer popularity! Proven in durability! Proven in fine service! Proven by more sales and bigger demand each year!**



Note the compact, neat appearance and the rugged construction of this great lawnmower. Hurricane handles easily, stores easily, looks good and does a marvelous job of lawnmowing!

### **Easy to Use — Easy to Sell**



Just a short, easy pull on the starter cord makes Hurricane's powerful engine purr. No gadgets to adjust. Built-in automatic governor keeps blade speed constant. Note side guard, extra safety feature at starting.



When engine starts, pull back the handle (which lies forward out of the way in picture at left), and then lift up the folding safety side guard. The opening thus made is the throw-out for cut grass, to avoid windrowing.

### **FINE ENGINEERING MAKES HURRICANE GREAT**

- 4-cycle, 1 1/2 h.p. gasoline engine • Automatic governor • Full-floating friction drive • Rust-proof silver-plated drive shaft • Malleable aluminum chassis • Ball-bearing wheels (four of identical diameter) • Very hard steel blade with suction fan-tip • Adjustable cutting height • Attractive bright colors for sales appeal • Floating handle with comfort grips • Turning crutch for great maneuverability • Genuine Hurricane Parts and Service always available.

NATIONAL METAL PRODUCTS CO., INC.

KANSAS CITY 8, MO.

**JOBBERs:** Contact us for open territories. Some choice opportunities are still available in the hardware and implement fields.

### **TWO PROVEN MOWERS**

**HURRICANE** — For the big lawn. Fast, easy and pleasant to use, it glides over spacious lawns, or slashes through high, tough grass and weeds.



**HURRICANE "JR."** — For the small lawn. Smaller, lighter than the big Hurricane, but powered for heavy work, "JR." is engineered with the same care as its big brother, to bring fine power mower performance at low cost to the home owner who has a small lot.



### **Make Sure NOW That You'll Be Ready Next Spring**

**NATIONAL METAL PRODUCTS CO., INC.**  
Dept H-7, 2722 Cherry Street, Kansas City 8, Mo.

Yes, I want to be sure I can meet the demand for Hurricane next spring. Send me full details now.

Name.....

Address.....

City.....Zone.....State.....



# RED-I-POST

the  
first NEW  
DEVELOPMENT in  
ADJUSTABLE  
POSTS

Money-making dealers and jobbers everywhere will stock Red-I-Post, the only basement post with sensationally improved support for floors. Its patented Ring-Lock bears upon the full circumference of the two telescoping columns, distributes the load uniformly.



No pins, no wedges, no holes for children's prying fingers. No spreading or mushrooming of tubular columns with Red-I-Post Positive Ring-Lock. It's double adjustable — the removable Ring-Lock for telescoping column adjustments and the Jack Screw for final adjustments and lifting.

With Profitable Red-I-Post, you get ready sales for farm, home, commercial, and industrial use. Sell the complete line — telescoping and builders' posts. Order today.

For name of your nearest distributor, write Sawhill Manufacturing Company, Sharon, Penna.

ANOTHER SAWHILL  
QUALITY  
PRODUCT

IMMEDIATE SHIPMENT

KEEP FLOORS LEVEL AND SAFE

## RED-I-POST

THE SAWHILL MANUFACTURING COMPANY



2-3/8" O. D. FULL WT. PIPE

2-5/8" O. D. 13 GA. WELDED TUBING

## Rental Income Is 2% Of Gross Sales

(Continued from page 24)

sult from the traffic which rentals bring into the store.

"In many cases, rental of a tool will lead to sale of a new one through the customer's discovery of the tool's usefulness. Again, you may rent a tool such as a floor polisher for six months and sell it at a reduced price as a used polisher. The rentals you have taken in will make up the difference between the new and used price, enabling you to make your full margin. If rental of a tool equals the purchase price, which occasionally happens with lower priced tools, we consider that the customer has bought it without further payment.

### Record Each Rental

"We record each rental by writing on a piece of blank paper the following information: (1) name of customer; (2) address; (3) phone number; (4) the time and day out;

(5) the time and day back; and (6) list of equipment.

### Easy and Accurate

All current papers are placed on a clip board which is kept near the cash register for immediate reference. Papers on completed rentals for each two-month period are placed in an envelope for tax reference. Due to the variety of rentals which we handle, we cannot use any of the standard printed forms for this purpose. Our method, moreover, is easy, accurate and complete.

"There's very little possibility of loss through theft in a neighborhood district of home owners. When we are at all in doubt, we take the equipment out to the customer's car, note his license number, and jot it down when convenient, without attracting his attention. Thus far, we have had no trouble in this connection."

## Powered Merchandise Accounts For 35% of Store's Volume

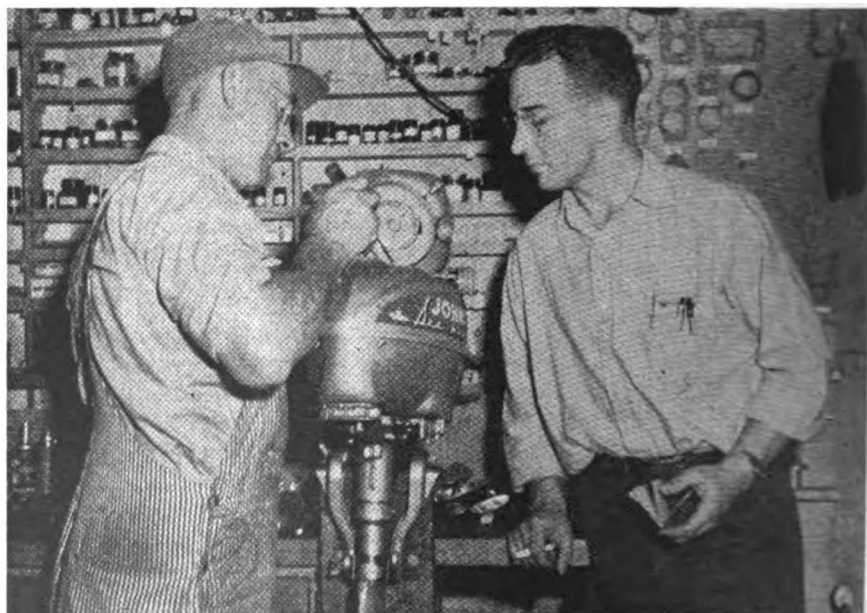
(Continued from page 31)

that is the basement shop in which the firm services and repairs any of the equipment it sells. Two of the store's staff can do any job, from installing a complete water system to repairing a cranky outboard motor.

A recent window display included

a multi-purpose tool, a 6-in. joiner, a miter box, planers, shapers, grinders, floor sanders and vibrator sanders.

It is displays like this which attract contractors, carpenters and home workshop hobbyists to this small store.



Roger Mills, right, store manager, watches one of the store's repair men check an outboard motor in the basement shop.



over  
**200,000,000**

# **ELECTRIC HOME-UTILITY TOOLS**

**advertising messages  
 in 1951!**

RIGHT IN YOUR SELLING AREA—thousands of hard-selling Home-Utility ads will reach your best prospects for electric tools—through the pages of home, hobby, mechanical, farm and building magazines shown on this page! Home-Utility advertising doesn't miss a bet—or a prospect—to give you the support that pays off in profits!

**Order your stock of Tools now from  
 your Home-Utility Distributor**

HOME-UTILITY Division, The BLACK & DECKER Mfg. Co.  
 Dept. H653, Towson 4, Maryland



**1/2" Drill    5" Sander-Polisher    1/4" Drill    1/4" Deluxe Drill Kit    1/4" Drill Kit    Sander-Polisher Kit    8" Lector-Saw    6" Lector-Saw    6" Bench Grinder**



# THE FIRST ALL-PURPOSE PAINT ROLLER COVER!



HAS ALL THE APPEARANCE AND  
UTILITY OF THE FINEST MOUTON  
GRADE ELECTRIFIED LAMBSWOOL

*And*  
**5 WAYS BETTER!**

APPLIES RUBBER BASE PAINTS

EFFECTS SMOOTH FINISH  
NO SLIPPING OR MATTING!

PERFECT WITH WATER PAINTS

FAR SUPERIOR TO  
ORDINARY LAMBSWOOL!

CLEANS EASIER . . . FASTER

RECOVERS TO LIKE "NEW"  
CONDITION AFTER CLEANING!

SMOOTHER . . . ALL FINISHES

PAINTS MORE EVENLY  
GREATER HIDING POWER!

PERFECTLY UNIFORM

PRECISION BUILT . . . NONE  
OF NATURE'S IMPERFECTIONS!

ANOTHER **FIRST** FROM . . .

**E Z Paints Corp.**

AMERICA'S LEADING PAINT ROLLER MFGR.

4817 N. 124th St. BUTLER, WIS. Phone Milw., SU. 1-9560



## Mobile Bolt and Nut Display Builds Volume



This fixture for bolts and nuts shows them to advantage and helps speed up sales.

McNair Hardware Co., in Bandon, Ore., a town of 1000, greatly increased its nut and bolt business when it installed this gondola built from scrap lumber and one new sheet of  $\frac{3}{4}$ -in. plywood. Mounted on casters, the unit has white bins and shelving for easier visibility. Designed and built by Earl Heaton, veteran salesman of this half-century-old store, the gondola is 8 ft.

long and  $32\frac{1}{2}$  in. wide at the base, angling up to a 13-in. width at top. Merchandise is shown in three tiers of bins, topped by three shelves, both sides of the unit being used for display. Individual bin sizes range from  $3\frac{1}{2}$  to  $6\frac{1}{2}$  in. in width. The bottom bin tier is 9 in. high, middle tier 8 in. and upper row of bins 7 in. high. Shelves are 6 in. apart.

## Selling Hardware in A Shopping Center

(Continued from page 19)

a chance to buy without taking time from work.

In pre-opening promotion, the owner directed his appeal to women. A 114-in., opening day, special price ad layout teemed with merchandise with an appeal to women.

### Attracted Large Crowds

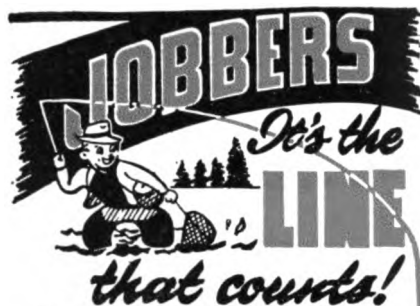
"Women get excited over bargains and we capitalized on this tendency in attracting large crowds to see our new store," said Mr. Smith.

Evidence that the price promo-

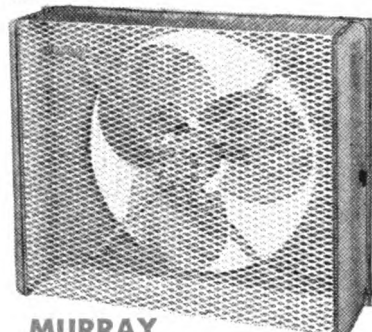
tion opening campaign clicked is the 12-ft. cash register tape which was run off during the two-day opening.

The women of Springfield have been made more price-conscious by the super market grocery specials of Thursday nights. Mr. Smith capitalized on this close watch that feminine shoppers keep on newspaper ads by featuring his own "seasonal bargains" in his display ads.

The floor plan was provided by Belknap Hardware & Mfg. Co., Louisville, Ky., wholesalers.

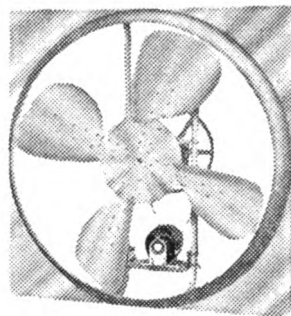


The picnic's over. Now you have to go out and dig. The only sure way to haul in big orders is to carry the best line. You can count on MURRAY in the fan business. Murray's the line that counts.



### MURRAY 20-Inch Window Fan

Most versatile fan made. Especially designed for apartments and smaller homes. Light weight—easily portable—attractive appearance blends with any home interior. Removable guard-screen made to protect tiny fingers—PATENTED, die-formed dynamically balanced blades—economical, quiet, 2-speed operation. Ivory and stainless steel. Also available in 24" belt-driven model.



### MURRAY Vertical Attic Fan

Vertical mounted—horizontal discharge. VERY rugged. Carries unconditional 5-year guarantee (except for belt and motor). Sizes 24" with 1/3 hp motor to 48" and 3/4 hp.

Housing heavy-gauge steel—frame "seamless, die-formed tubing." TORRINGTON, PATENTED, perfectly balanced blades—sealed ball bearings with PERMANENT LUBRICATION. All Murray fans rated by ASHVE AND NAFM. Also available in horizontal mounting, vertical-discharge package units 24"-48".

A few territories open

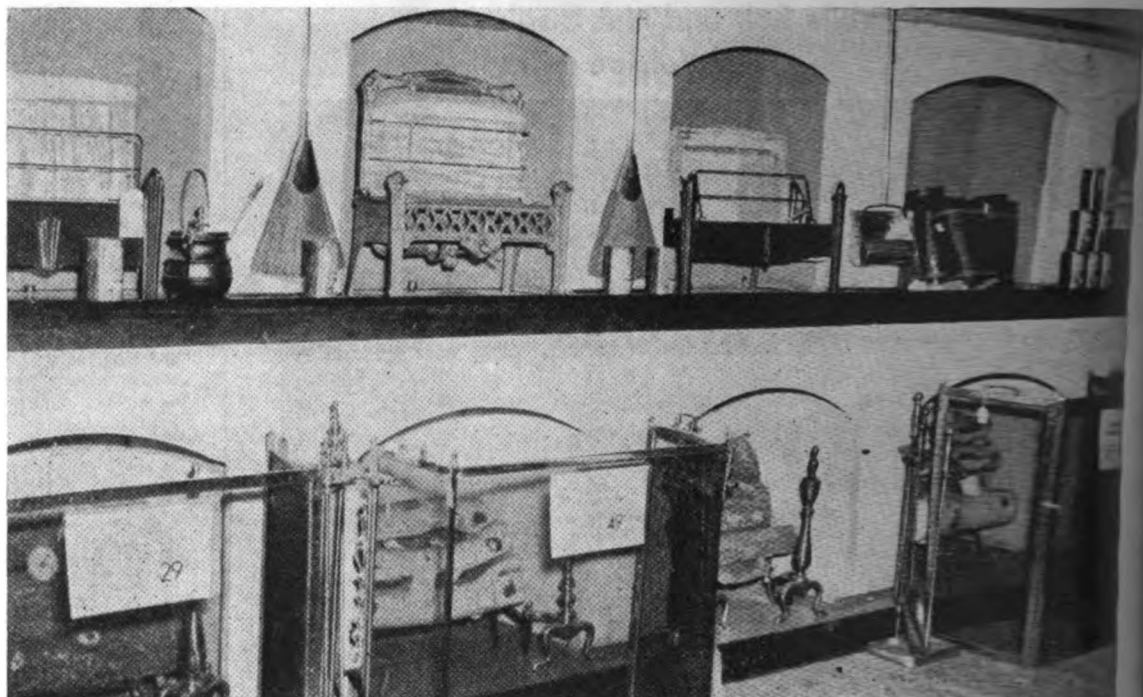
For full details, prices and literature  
Write to H. C. Biglin Company Sales Agents  
DEPT B-4



SALES AGENTS  
**H.C. BIGLIN CO. Inc.**  
177 HARRIS ST. N.W. ATLANTA, GA.



Part of the store's lineup of fireplace equipment, gas heaters and accessories, each unit in its own section, resembling a home hearth. Note large price cards.



## 3-Point Program Sells Fireplace Goods

*Good variety in wide price range, effective displays and timely promotions do a big job for Stambaugh-Thompson Co.*

People visiting the second floor of the main retail branch of Stambaugh-Thompson Co., Youngstown, Ohio, to look at fireplace equipment, gas heaters and radiants, are immediately impressed by the variety offered. The big store devotes a 30 ft. section to these lines featuring 18 fireplace setups and nine log displays, complete with screens, andirons and other fireplace equipment.

In the words of Jay Cashon, house furnishings department manager, "We do a tremendous job in these lines because we have proper

displays, a full line of style and price selections and use timely promotions. Although we sell individual items to some customers, such as logs, screens, andirons and fireplace sets, we promote the sale of these items as parts of an ensemble. Our ensembles start with low priced merchandise and extend up to higher quality lines. Customers have a chance to compare the different qualities and still keep within their budgets."

Log, andiron and complete fireplace set displays are on a level, a few inches above the display room

floor, varied color schemes being used for the arched insets in which they are shown. On a tier above are gas heaters, firepots, brooms, ash receivers and a variety of other fireplace and gas heater items. Lights behind the logs help give customers an idea as to how different logs will appear in an actual fireplace.

Adjacent to the fireplace display are shown gas heater radiants, the store's offering of these items being so large that few customers wishing a replacement are unable to get the type they want right from

# MORE BUILDERS ARE BUYING SCHLAGE LOCKS...



**Kaiser Community Homes**

Executive Offices

Schlage Lock Company  
2201 Bayshore Blvd.  
San Francisco  
California

Gentlemen:

We know from years of building progress in Kaiser Homes deliver the true enjoy while the in ease of accu

Fritz E. Turner  
President  
xx/FE

**Standard Building Co.**

9999 - 19th Avenue at Rivera Street, San Francisco 16.

**Sunstream HOMES**

Phone LOmbard 6-4492

February 10, 1949

Schlage Lock Company  
2201 Bayshore Boulevard  
San Francisco 19, Cal.

Gentlemen:

During the past ten years, the Standard Building Company has used over 100,000 Schlage Locks in all our "Sunstream Homes". We have found that the service and security offered by Schlage Locks have been more than satisfactory.

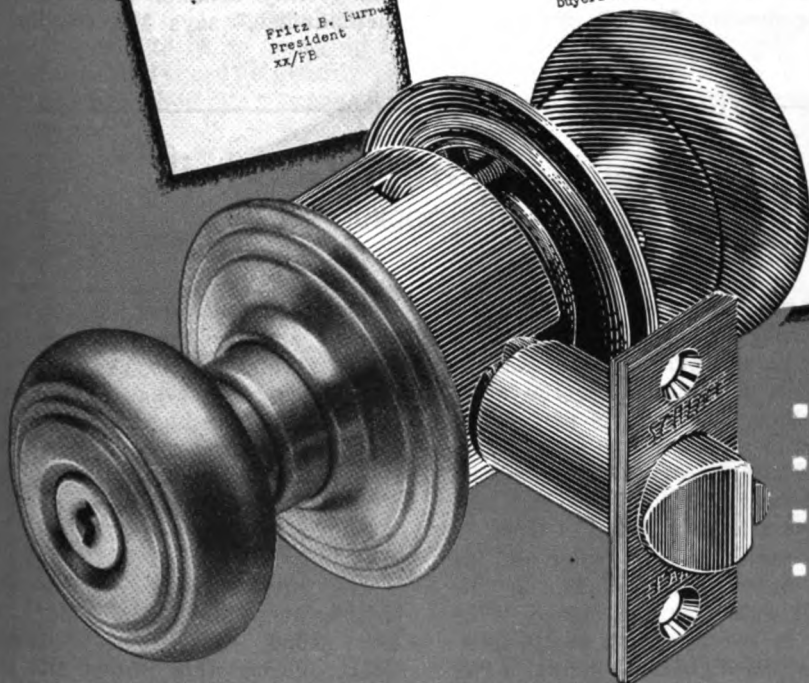
We specify Schlage Locks because of their ease of installation, efficiency and long life. We have found that these locks require no service or adjustments and add to the beauty of our finished building.

Our salesmen take pride in pointing out to their prospective buyers that each "Sunstream Home" is 100% Schlage equipped.

Yours very truly,

STANDARD BUILDING CO.

*Carl Gellert*  
Carl Gellert  
President



**SCHLAGE COMPACT LOCK UNIT**  
Factory assembled — trouble-free service.

## LOWEST MAINTENANCE COST

- Skilled engineering and precision manufacturing insure dependable service.
- Durable, all-steel mechanism — no die-cast metals used.
- Exposed parts are solid brass, bronze or aluminum — carefully finished for lasting beauty.
- Knobs held on firmly by positive spring catch — no set screws to work loose.

Schlage low maintenance means proved economy for builders — proved profits for you.

**SCHLAGE**

**SCHLAGE LOCK COMPANY**  
Bayshore Blvd. San Francisco      Empire State Bldg. New York

SCHLAGE... FIRST NAME IN CYLINDRICAL LOCKS

Digitized by Google



**THIS  
DISPLAY  
SELLS  
BLADES**

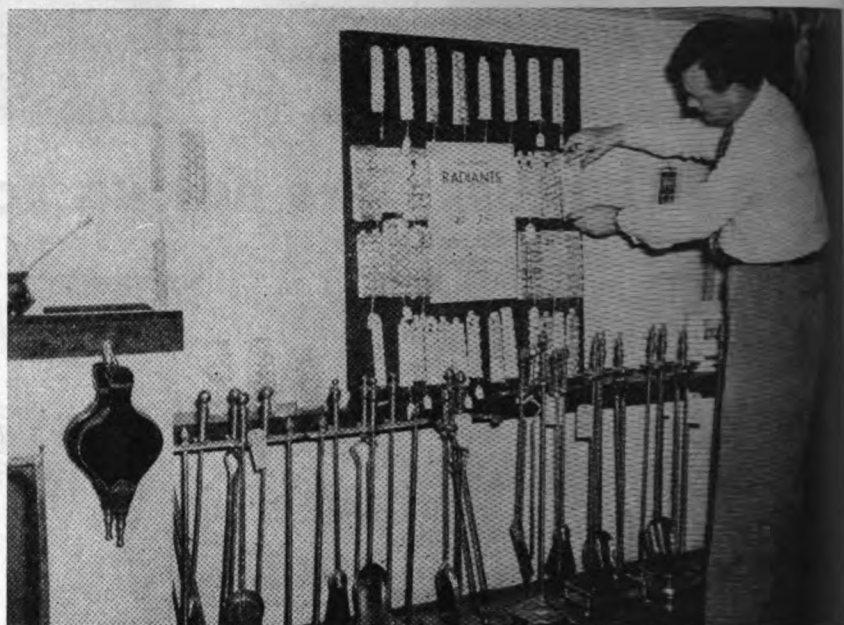


These attractive counter displays, put to work in your store, will remind your customers that they need new Hack Saw Blades. These new displays are all purpose, all around jobs—front (shown) and back are identical so you can use it on counter, shelf or island. It sells from any angle.

Now Display Packed, at no extra charge, for More Sales! Get them from your jobber—there's a display with High Speed Molybdenum Blades and one with Standard Tungsten Blades.

**G. W. GRIFFIN CO.**  
Franklin, New Hampshire

General Sales Agent  
John H. Graham & Co., Inc.  
105 Duane Street, New York 8, N. Y.



Gas heater radiants and a variety of fireplace accessories get attention here. Price cards are also prominent.

regular stocks. If the proper type is not available the store will order it. Customers wishing to replace broken radiants are asked to bring in at least a portion of the broken unit.

The department stocks "well over 60 different types of andirons in colonial, modern and period designs," says Mr. Cashon, "and although they are displayed by price range showing them in one section

makes customer selection easy. People can make comparisons.

In the fall the store devotes several window displays to fireplace equipment, gas heaters and accessories. Newspaper ads help carry the story of this section of the store to prospects throughout a wide area. "Large stocks, good displays and proper merchandising can greatly enhance sales of this merchandise," says Mr. Cashon.

## What the Law Says

### How to Protect Goodwill

By ALBERT WOODRUFF GRAY

In the purchase of a store and the trade it enjoys through its goodwill, the price paid is for the goodwill as well as for the store and stock. The courts permit the buyer to restrict the seller from conducting a competitive business if the restraint is confined to a reasonable area and period of time.

A retail hardware dealer sold his store in an Idaho village. In the bill of sale was the clause, "The seller in consideration of the payments hereinbefore made covenants that neither he nor any agent for or on his behalf, will directly or indirectly, engage in or operate any business in opposition with the buyer's herein in the village of — for a period of five years from the date hereon."

Five months later this seller opened another store across the street from the one he had sold and with which he had agreed not to compete. The buyer of the first store sued for damages for this breach of the contract in setting up a competing business.

#### Allow Reasonable Limitations

The jury awarded the buyer \$15,000 and the seller appealed. In Feb., 1950, the Idaho Supreme Court affirmed this verdict and in doing so said of agreements for this purpose, that such restrictive provisions in the sale of a business, when they are reasonably limited in time and scope—and this one was—are to be given effect according to the understanding of the



ties and that the maker of the agreement must comply not only with the letter but with the spirit of the contract.

This same type of agreement was made in the sale of an Arkansas hardware store. The seller agreed, "Not to own or become interested in, either directly or indirectly, the retail hardware business in the city of —, Arkansas, for and during the period of three years from date."

### Bans Employment by Competitor

Here instead of establishing a rival store the seller entered the employ of another hardware dealer in the city. The purchase price of his store had been \$1,555.12, for which seven promissory notes of \$222.16 each had been given. The buyer refused to pay these notes contending that the seller had broken his agreement not to compete. The seller sued to recover maintaining that his employment by a competitor was not a breach of an agreement not to compete.

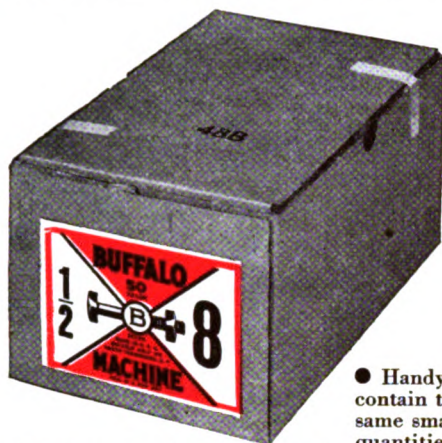
"I do not think it matters in what capacity the parties engage in the business whether as principals, individually, or as members of a partnership or under the employment of individuals or of a company," said the court, deciding in favor of the buyer of the store. "In the light of this undertaking it must be held to be an engaging in a business and must necessarily result in a breach of the covenant not to compete."

### Top Fire Hazards



Carelessness with matches and smoking materials; faulty heating systems; misuse of flammable fluids, and misuse of electricity, are the top cause of fires in the U. S., reveals The National Board of Fire Underwriters.

# Labor saved...sales boosted with



# STRONG HANDY-PACK BOLT CARTONS

● Handy-Packs contain the same small lot quantities of bolts

that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

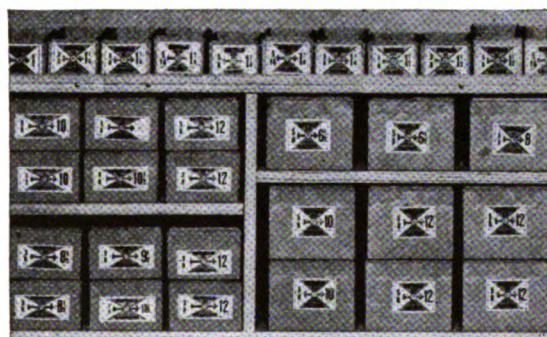
Rugged open drawer



**By Jobber Salesmen** because the strong Handy-Pack is more attractive to retailers. It has features that stimulate sales...that give the jobber salesman something to talk about.

Sealed with nylon tape

Certified Reshippable



**STRONG HANDY-PACK BOLT CARTONS** have a certified bursting strength of 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes...can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape...is certified reshippable. Tying and wrapping are not necessary when you reship them. Strong Handy-Packs have countless advantages over old fashioned 'paper' boxes. They eliminate costly spillage, mixing, sorting and losses due to breakage of weaker cartons. Order your bolts from Buffalo and get them in the new, strong Handy-Pack cartons.



**WRITE** for this free circular on quantities and weights of Handy-Pack Cartons.

## BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:  
Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE B PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



SHARON HAS SHIPPED ITS  
ONE-MILLIONTH  
ASSORTMENT  
REFILL



PROOF POSITIVE

THAT SHARON  
REFILLABLE ASSORTMENTS  
TURN LOSSES ON DIME  
SALES INTO PROFITS

*Sharon Bolt and Screw Co.*

BOSTON 10, MASS.

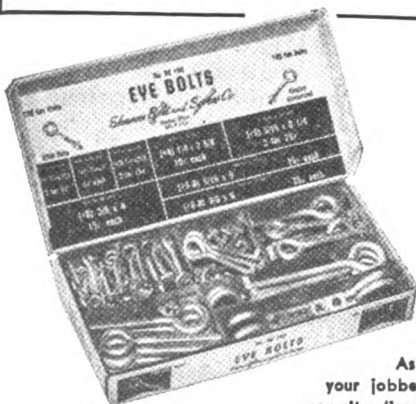
**TIME  
MEANS MONEY!**

Don't waste it hunting  
all over your shelves to  
make a 10 cent sale.



**SHARON  
ASST. EB-100 EYE BOLTS**

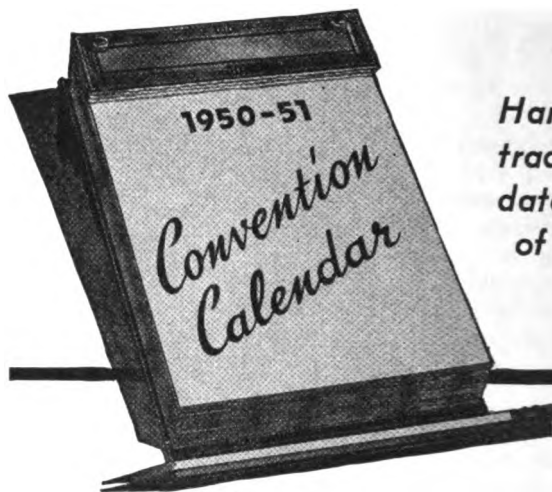
- 8 SIZES—ELECTRO GALVANIZED
- 100 EYE BOLTS—OPEN EYES
- NUTS ATTACHED



Ask  
your jobber  
or write direct

*Sharon Bolt and Screw Co.*

BOSTON 10, MASS.



Hardware and allied  
trade events up-to-  
date in each issue  
of Hardware Age

### National Events

**International Heating and Ventilating (Air Conditioning) Exposition**, Jan. 22-26, Commercial Museum, Philadelphia, Pa. Charles F. Roth, 480 Lexington Ave., New York, N. Y., Manager.

**Housewares and Home Appliance Manufacturers' Exhibit**, Jan. 18-25

at the Navy Pier, Chicago. A. W. Buddenberg, National Houseware Manufacturers Assn., 1140 Merchandise Mart, Chicago 54, secretary.

**National Sportsmen's and Vacation Show**, Feb. 7-25, Grand Central Palace, New York City.

### Regional Events

**Ace Hardware Corp. convention and exhibit**, Jan. 29-31, Stevens Hotel, Chicago. E. G. Lindquist, Ace Hardware Corp., 2355 S. Blue Island Ave., Chicago 8, secretary.

**American Hardware Supply Co. Merchandise Fair and Stockholders' Meeting**, Jan. 29-30 at company headquarters, 41 Terminal Way, South Side, Pittsburgh 19, Pa. Wm. M. Stout, executive vice-president and general manager.

**Buffalo Sports and Boat Show**, March 10-18, 65th Regiment Armory, Buffalo, N. Y.

**Builders' Hardware Conference** (Pacific Coast), April 24-26, at Victoria, B. C., sponsored by Districts 18, 19, and 20 of the National Contract Hdwe. Assn. and the American Society of Architectural Hdwe. Consultants. Managing director Consultant's group, John R. Schoemer, 420 Madison Ave., New York City.

**Chicago International Sports and Outdoor Show**, March 2-11, International Amphitheatre, Chicago, Ill.

**Coast-to-Coast Stores annual meeting**, Feb. 4-7 at Nicollet Hotel, Minneapolis, Minn. Mastercraft convention for sales people, April 15-17. York Langton, trade extension manager, Coast-to-Coast Stores Central Organization, Inc., 43 Main St. S.E., Minneapolis, Minn.

**Cotter & Co. Stockholders' Meeting and Spring Merchandise Show**, Feb.

5-6 at company headquarters, 365 E. Illinois St., Chicago 11.

**Decatur & Hopkins Co.**, Boston, Mass., will hold a merchandise exhibit for dealers, Feb. 19-22, at its permanent display rooms at company headquarters, 93 Berkeley St. **Detroit Congress Sportsmen's and Detroit News Travel Show**, March 31-April 8, State Fair Grounds, Detroit, Mich.

**Franklin Hdwe. & Supply Co. annual stockholders' convention**, Feb. 6, at company's warehouses and offices, 918-928 N. Delaware Ave., Philadelphia 23, Pa.

**Gift Shows**, Feb. 4-9 at Merchandise Mart, San Francisco; Feb. 11-15 at the Olympic Hotel, New Washington Hotel and Terminal Sales Bldg., Seattle, Wash.; Feb. 18-21 at Portland Hotel, Portland, Ore.

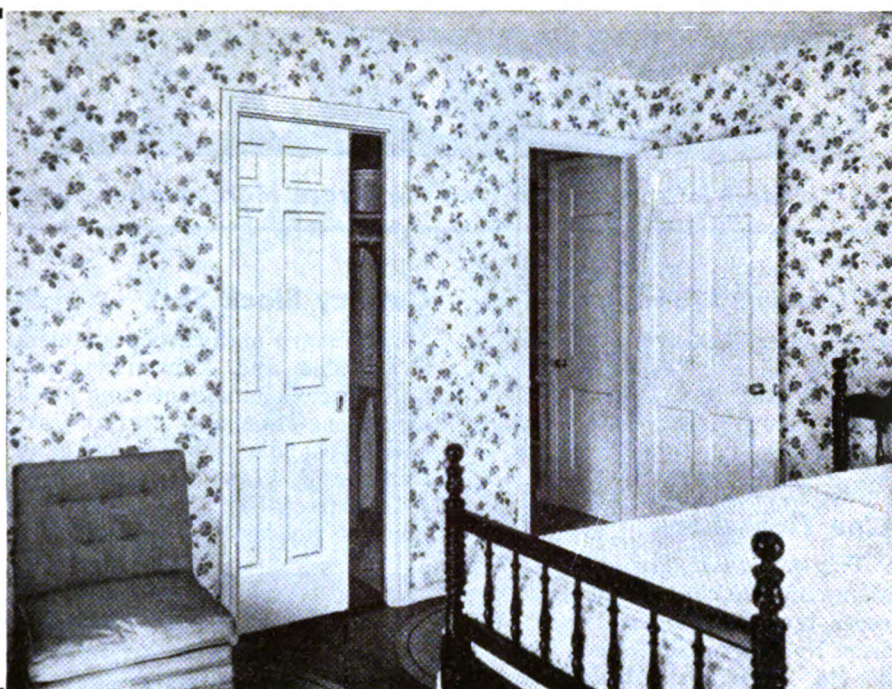
**Marshall-Wells Stores, Congresses**: Duluth, Minn., Feb. 5-7; Portland-Seattle (at Portland, Ore.), Feb. 12-14; Spokane, Wash., Feb. 15-16; Billings, Mont., Feb. 19-20. Sponsored by Marshall-Wells Co., Duluth 1, Minn.

**Rehm Hardware Co. Dealer convention and merchandise exhibit**, Feb. 21-22, at company office and warehouse, 1501 Blue Island Ave., Chicago, Ill.

**Wisco Hardware Co. Merchandising School and Sales Show**, Jan. 29-31, at company headquarters, 15 So. Brearley St., Madison, Wis.

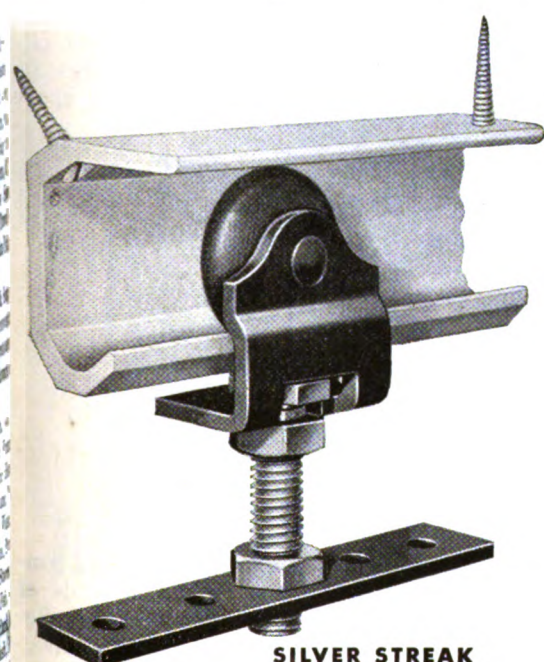
The complete listing of all convention dates, including state meetings, will be published in the issue of Jan. 11, 1951.





Bedroom closet Door with Richards-Wilcox Vanishing Door Hardware. Note that the door does not interfere with the chair, and does not take up any passage space between the bed and wall.

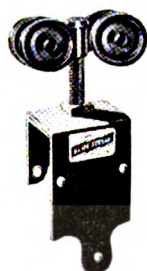
## Recommend the **NEW** **VANISHING DOOR HANGER** by *Richards-Wilcox*



**SILVER STREAK**  
R-W No. 1019 NEW Vanishing  
Door Hanger and Aluminum Track

Here is our latest, newest contribution to modern living convenience—an advanced sliding door hanger applicable to installation in the thinner walls of modern residential construction—R-W No. 1019 Silver Streak. Note, particularly, these desirable features:

1. The track is made of very heavy non-corrosive aluminum.
2. The highly finished ball-bearing wheels are made with solid laminations of fabric impregnated with a plastic which assures long wear and silent operation. The hanger is vertically adjustable.
3. The NEW aluminum track is easily adaptable to installation for operating parallel wardrobe doors. The tracks are simply installed back to back for operating doors as thin as  $\frac{3}{4}$ ".



### Another Richards-Wilcox Standout R-W's No. 020-2 BLUE STREAK

Self-Lubrication Door Hanger with OILITE BRONZE BEARINGS (Perpetual Lubrication)

For doors  $1\frac{3}{4}$ " to  $2\frac{1}{2}$ " thick, weighing up to 300 pounds . . . on garages, warehouses, factories, stores, barns and similar buildings.



1880

1950

Reg. U. S. Pat. Off.

OVER 70 YEARS

# Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT  
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS  
ELEVATOR DOOR OPERATING EQUIPMENT



# WHAT'S NEW

Latest Information on New Hardware Merchandise

(Continued from page 13)

gray; outer shell available in eight metallic colors. Packed eight to a box. Retail: \$8.95. *Federal Tool Corp.*, 3600 W. Pratt Blvd., Chicago 45, Ill.

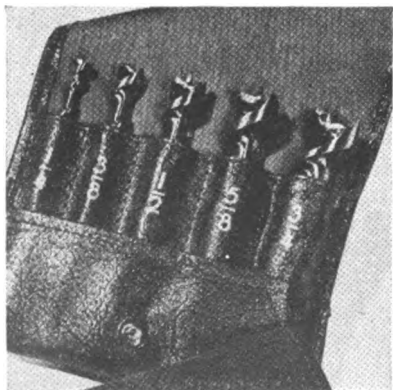
## Line Tightener

Trig-A-Line tightener made of aluminum for clothes line, sailboat ropes, tent guide ropes. It will take from No. 4½ to No. 8 line. Retail: 89 cts. Individually boxed, 12 to a display box. *Central Products Corp.*, P. O. Box 452, Bayonne, N. J.



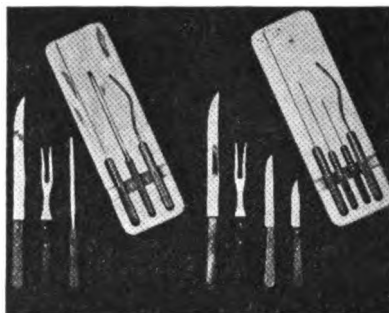
## Machine Bit Sets

Acrabore machine bit sets include the five most popular sized bits, ¼, ⅜, ½ and ¾-in. for use in electric hand drills having ¼-in. chuck. One spur design assures easy boring. Available in leatherette roll or plastic display box. *Acrabore Co., Inc.*, Mill St., Webster, Mass.



## Cutlery Block Sets

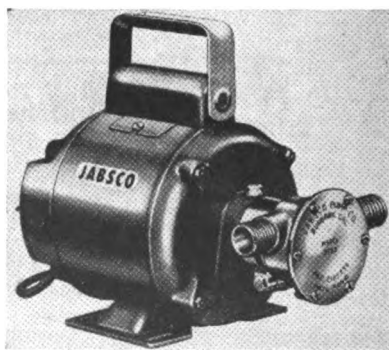
Veri-Sharp high carbon stainless steel table and kitchen cutlery. Each piece is hand-honed and fitted with a one-piece smooth grain Pakkawood handle, flame proof and warp proof. Handles secured with solid nickel silver rivets. Combinations of various size knives, forks



and steels available in eight block sets, oil-finished in natural wood. Sets individually packaged in gift box. *Imperial Knife Co.*, 14 Blount St., Providence, R. I.

## Portable Electric Pump

Jabsco close coupled electric motor and pump unit model 2187 consists of a bronze self-priming pump with neoprene impeller with ½-in. inlet and outlet parts to accommodate standard female hose couplings mounted on a shaft of a ¼-hp.



Wagner, 1725 r.p.m., 115-volt 60-cycle, single phase capacitor motor. Unit weighs 25 lb. and has a capacity of 10 g.p.m. against 10 ft. head. Suitable up to 20 p.s.i. pressure. *Jabsco Pump Co.*, Burbank, Cal.

## Camouflaged Casting Line

Wexford Invisible camouflaged casting line packed in a hinged plastic box. Line braided of du Pont Nylon was made to be as nearly invisible as possible under



actual finishing conditions. Line is made in 10 sizes from 6 to 40 lb. test. Line will not waterlog. Black Wexford, two 50-yd. spools connected, will be packed in the hinged plastic container. *The Shakespeare Co.*, 417 N. Pritcher St., Kalamazoo, Mich.

## Clothes Keeper

E-Z-Do clothes keeper provides space for 30 to 40 garments plus space for overshoes and pegs for four hats in 30 in. of floor space.



Unit comes knocked down in a compact package. Frame is made of kiln dried wood in maple finish. Retail: \$4.95. *E-Z-Do*, 261 Fifth Ave. New York City 16.

## Women's Safety Goggle

For women or men with small features, the 800 Panoram acetate safety goggle has replaceable plastic lenses to provide shatterproof protection and undistorted vision. Plastic frame conforms closely to forehead and face. Eyecups have



# Lenk

## Super De Luxe

### ELECTRIC

## Soldering Irons



**3** popular sizes  
75 watt, 100 watt, 150 watt  
at popular prices

Silent Salesman Display  
at no extra charge  
increases sales

## Increase your soldering iron sales!

- METAL CLAD HEATING ELEMENT prolongs life
- COOLING FINS keep handle comfortable
- SWAGED TUBE seats element firmly, insuring constant tip heat
- HIGHLY POLISHED CHROME FINISH and sales-catching package
- FULLY APPROVED by Underwriters Laboratories and Canadian Standards Association
- FOR COMPLETE DETAILS see your jobber, or contact Lenk Mfg. Company

# LENK

## Mfg. Company

30 Cummington St.  
BOSTON 15, MASS.



# WHAT'S NEW

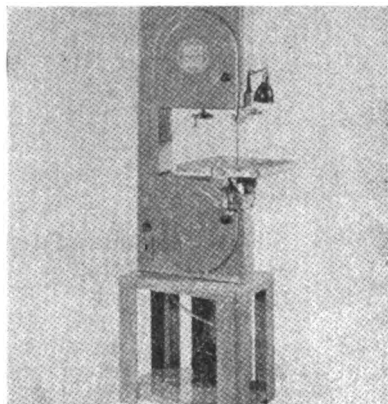
an extensive visual field laterally. A floating saddle-type bridge fits the nose with goggle weight distributed



throughout eyecups. Available with green or clear lenses or frames. *American Optical Co.*, Southbridge, Mass.

## Band Saws

Boice-Crane has designed new models of band saws mounted on individual open type floor stands. The addition expands to 12 the total number of 14-in. band saws in the



line. *Boice-Crane Co.*, 990 Central Ave., Toledo 6, Ohio.

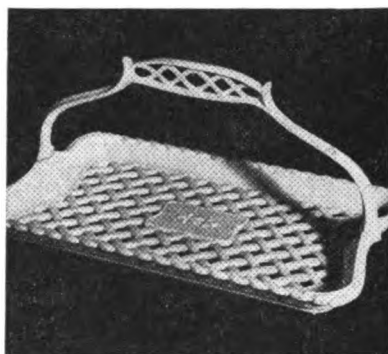
## Hi-Boy Furnace

Perfection Hi-Boy furnace, 58 in. high. Model 19 Superfex incorporates the space saving advantages of the Hi-Boy plus a height permitting installation in basements having lower than average ceilings. Gas and electric lines may be brought in from either the right or left sides. Furnace has a built-in draft diverter so the flue pipe may be brought out the side or top of the unit. Air filter is built so it may

be used on the bottom or the left or right hand side of the blower compartment. Equipped with a two-stage fire and single speed blower. Finished in Silverspray brown baked enamel. *Perfection Stove Co.*, 7609 Platt Ave., Cleveland 4, Ohio.

## Serving Tray

Plas-Tex serving tray with handle. For sliced bread, rolls, cookies, hors d'oeuvres. Available in ivory,



red, yellow, green or copper. The tray is 10 by 6 by 5½ in. *The Plas-Tex Corp.*, 2525 Military Ave., P. O. Box 12396, Los Angeles 64, Cal.

## Garden Spray

New model of the Swingin' Spray, oscillating type, features a tubular aluminum base making the spray sturdier and more rigid. Made to sprinkle a rectangular lawn area up to 2,000 sq. ft. Con-



structed of rustproof, non-corrosive stainless steel and aluminum with solid brass bushings. Retail: \$11.95. *Melnor Metal Products Co.*, 254 Canal St., New York City 13.

## Shift Outboard Motor

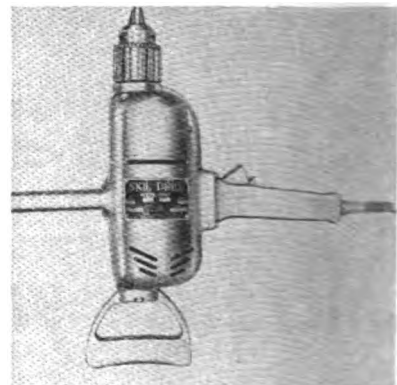
Scott-Atwater offers five Shift outboard motors for 1951. Illustrated is the 1-25 10 hp model, added three months ahead of schedule. It is an alternate firing twin with speeds of 1 to 25 mph. Other models are the 4 hp 1-12 Shift single, the 5 hp 1-16 Shift twin, 7½ hp 1-20 Shift twin and the 16



hp 1-30 Shift twin. A 3.6 hp single with conventional transmission is offered. Illustrated model permits fisherman to get out on the lake quickly and also to be able to troll slowly. *Scott-Atwater Mfg. Co., Inc.*, 2901 E. Hennepin Ave., Minneapolis 13, Minn.

## Skil Electric Drills

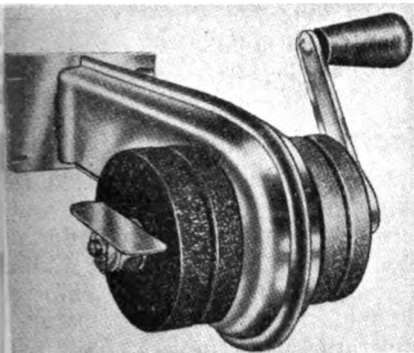
Four redesigned electric drills, models 283, 2101, 2103 and 2121 range in capacity from ½ to ¾ in.



in steel and up to 1½ in. in hardwood. Illustrated is the ⅝ in. drill, 2101, with a low spindle speed providing high torque for boring heavy timbers, drilling alloy metals. Uses hole saws up to 4⅛ in. diameter; also drives cylinder hones. All have die-cast aluminum alloy housings, over-size ball bearings, needle bearings, helical gears and geared chucks. *Skilsaw, Inc.*, 5033 Elston Ave., Chicago 30, Ill.

## Dazey Sharpener

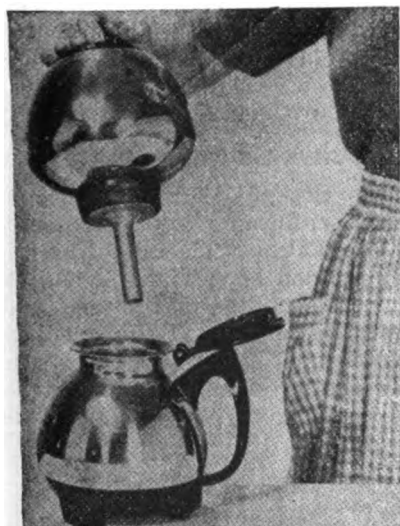
Dazey twin-sharpit No. 910C series combines the features of the Dazey Sharpit plus a precision compounded honing wheel for



finishing cutting edges to a keen sharp edge. Hi-speed dual beveled sharpening wheels for sharpening knives, sickles and all cutting edges with special attachment for sharpening scissors. Available in the five Dazey colors. Packed individually in shelf display carton. Dazey Corp., St. Louis 7, Mo.

## Cory Cover, Handle

Cory has redesigned the plastic upper bowl cover used on its model EAG and ACB automatic coffee brewers. A new upper bowl combination cover and handle is now available. Unit permits user to get



fingers beneath the handle portion. Cory Corp., 221 North La Salle St., Chicago 1, Ill.

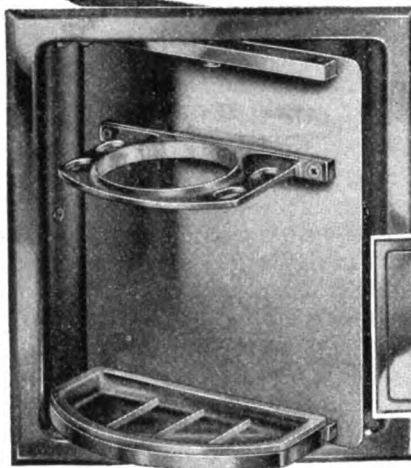
## Lamp Wiring Kit

Improv-a-Lite lamp wiring kit converts table lamps for the GE white indirect 3-lite bulb. Used with the kit, the bulb lights to 150

There's something **SPECIAL** about bathrooms when accessories are **HALL-MACK**

\*TRADE MARK REG. U.S. PAT. OFF.

In Hall-Mack's complete selection of bathroom accessories you'll find unique special accessories like these—made to add the final touch of convenience and appearance to any bathroom...



THIS BEAUTIFUL Concealed Lavatory Unit is a perfect companion for all other Hall-Mack Accessories. Soap, tumbler and toothbrush are ready at the touch of a finger—yet smartly concealed when not in use. These bathroom necessities are mounted on a revolving panel, and only a polished chrome surface flush with the bathroom wall is visible when the unit is closed...

AND HERE IS A three-bar Adjustable Towel Rack—a real space-saver. It's instantly adjusted to any of three positions (horizontal, 45°, or down) and is ideal for drying hosiery, for displaying guest towels, and for bath towel storage. Drops down out of the way when not in use, yet provides so much extra convenience when needed.

Sketch showing 3 positions of Towel Rack

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*Quality*  
**ACCESSORIES**  
For Every Bathroom  
Style and Budget

LOOK FOR all of the extra qualities in bathroom accessories—and you'll choose Hall-Mack! Remember—there is a complete line to give you the right accessories for every bathroom need. Hall-Mack also makes a full selection of fine Medicine Cabinets and other recessed specialties. Write for details. Hall-Mack Company, 1344 W. Washington Blvd., Los Angeles 7, California.

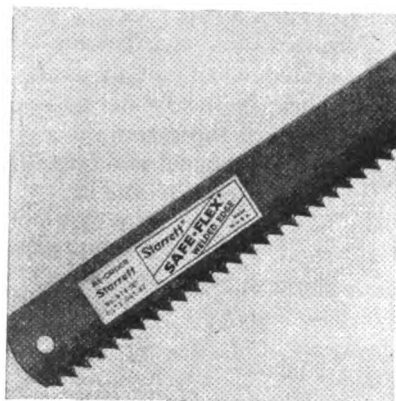


# WHAT'S NEW

watts brightness first, then 100 then 50. Socket is ivory plastic. Improv-a-Lite consists of a factory wired 3-way socket, wide harp, 8 ft. cord and a clamp-on plug. *Mono-watt Inc.*, Providence 7, R. I.

## Power Hacksaw Blade

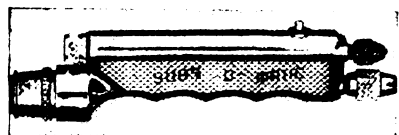
Safe-Flex power hacksaw blade features double-welded steel construction. A hard high speed steel



cutting edge integrally welded to a medium hard extra strong steel center which is welded to a tough steel back. Edges supplies qualities for fast sustained cutting of tough materials and for blade killing jobs as multiple work or making interrupted cuts. Blades made in all standard power hacksaw sizes—4, 6 or 10 teeth per in. Packed 10 per box. *The L. S. Starrett Co.*, Athol, Mass.

## Hoze Nozzle

Suds-O-Matic hose nozzle fits any standard garden hose. Made of non-corrosive alloys with chrome plated finish. Loads with cigarette shaped pellets, Suds-O-Clean for general cleaning; Film-O-Wax pellets for car washing; Fert-O-Tab pellets for fertilizing lawn or garden and DDT pellets for insect control. Nozzles boxed in display boxes by the doz. Pellets assorted in display box of 6 DDT, 6 fer-



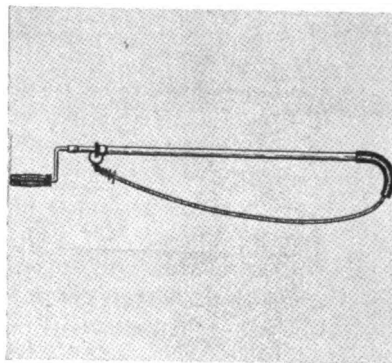
tilizer, 12 wax and wash, 12 detergents. Retail nozzle, \$4.95; detergent, 24 cts. for 5; wax and wash, 49 cts. for 5; DDT, \$1 for 55; fertilizer, \$1 for 65. *Tool & Equipment Corp.*, 3115 N. Broad St., Philadelphia 32, Pa.

## Safety Gate

Toddle Gard hardwood safety gate is adjustable to fit doorways from 29½ to 38½ in. wide. Two resilient rubber bumpers at top and bottom wedge against doorway on each side. Vertical spokes offer no foothold. All corners and edges are rounded. Retail: \$4.95. *Kenneth E. Luger Co.*, Dept. A, 3017 Lyndale Ave., S. Minneapolis, Minn.

## Sani-Auger

Stow sani-auger features a telescoping tube body into which the multi-coil flexible shaft can be drawn. When the crank-arm is pulled out, the flexible shaft is retracted into the tube. Rubber



wrapping on tubes' curved end prevents damage to the fixtures. *Stow Mfg. Co.*, Binghamton, N. Y.

## Day Glo Colors

Day-Glo Prang Tempera colors are light reflecting. This color product is available in a six-jar set with folder providing suggestions for the effective use of the new medium. Set contains ¾ oz. jars of Day-Glo Prang Tempera in red, orange, arc yellow and saturn yellow, green and white. Retail: \$3.75. *American Crayon Co.*, Sandusky, Ohio.

## Plastic Products

Utility soap box and cigarette case of plastic. Soap box is made to hold all standard size bar soaps. Offered in a wide color range. Cigarette case holds standard size as well as king-size cigarette packs. *The Modglin Co., Inc.*, 3235 San Fernando Rd., Los Angeles, Cal.

## Electric Ovenette

West Bend electric Ovenette for baking or roasting has a 700 watt thermostatically controlled double coiled AC heating element in a base of chrome and stainless steel. A heat indicator in the cover records temperatures to more than 500



deg. Accessories include: Seven muffin cups, roasting pan or casserole, cake and pie pan, all of aluminum. Electric cord, baking rack, cover and base complete the unit. Recipe booklet included. Retail: \$16.95. *West Bend Aluminum Co.*, West Bend, Wis.

## Telechron's Imp

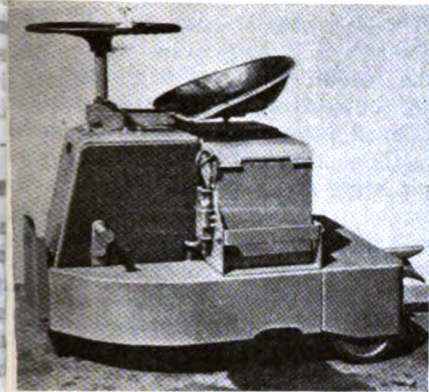
Imp clock, 5¼ in. wide by 3¾ in. high, set in an ivory-colored case. White dial has numerals of brown. Minute and hour hands match the numerals while the alarm and sweep second hands are a tan. Curving out over the dial in a convex shatter-proof crystal. Retail: \$4.95 plus tax. *Telechron, Inc.*, Ashland, Ohio.





## Battery-Operated Tractor

Load-Mobile tractor is 44 in. long and can be used for lifting loads by rope and tackle. Features



three-way operating positions and may be driven: The operator facing away from the load, facing the load for narrow passages and riding on the step. Can be furnished with any type of tractor hitch, automatic or manually operated. Draw bar pull—500-800 lbs.; no load speed, 3.5 to 4.0 mph; full load speed, 2.5 to 3.0 miles per hr. Overall length, 44 in., width, 30 in. *Market Forge Co., Everett, Mass.*

## Slide Hanger

Quick Grip slider hanger permits easy one-man installation of Sylvania's line of fluorescent Trim-line lighting fixtures. Slide grip hanger permits support of the fixture at almost any convenient position on the ceiling. Features a locking screw which is placed through the hanger above the fixture. *Sylvania Electric Products, Inc., 500 Fifth Ave., New York City.*

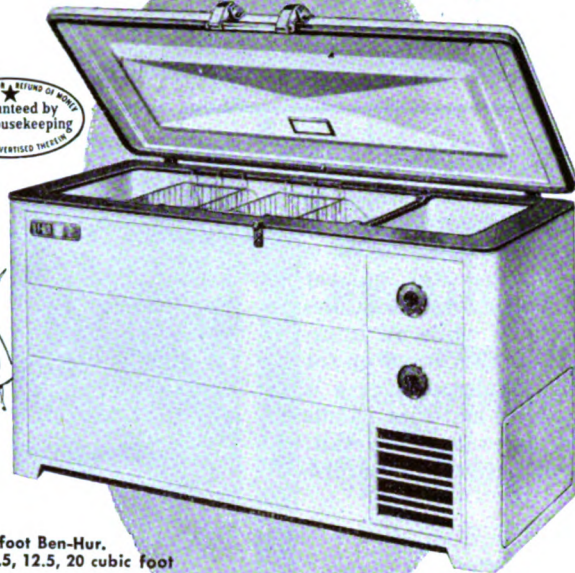
## Schick 20 Shaver

Schick 20 is easy to hold as it form fits the fingers and the dimpled indentations on the old



*Lovely to Look at... So Wonderful to Own*

REPLACEMENT OR A REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
NOT AS ADVERTISED TWELVE



16 cubic foot Ben-Hur.  
Others 8.5, 12.5, 20 cubic foot

Your BEN-HUR Freezer customers will save money and time by BAKING sales clincher. Helps you make more WEEKS AHEAD! freezer sales — faster — by showing exact freezer savings for any family. Find out today about the amazing copy-

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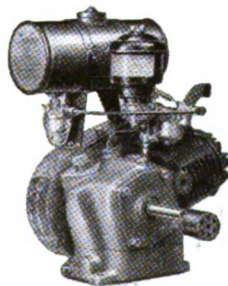
**BEN-HUR** FARM and HOME FREEZERS

HEALTHFUL LIVING THROUGH FROZEN FOODS

**EASIEST TO SELL**  
...THE LINE WITH  
**CONTINENTAL**  
**RED SEAL POWER**



This '51 season, you'll notice, finds more of the leading makes of power mowers and other specialized equipment turning to Continental Red Seals as their source of power. Why? Because the Red Seal trade mark helps sell their products, just as Red Seal quality helps keep them sold. Continental's reserve power,



easy starting and day-after-day dependability are backed by parts and service facilities from coast to coast. Cash in on this growing public preference in 1951. Stock the lines that feature Continental Red Seal power.

Red Seal AU7 four-cycle air-cooled engine. (Illustrated.) 1½ h.p. One of 10 models covering the ¾-2 h.p. range. The line includes 4 vertical-shaft models.

**LEADING MAKES  
IN THESE FIELDS  
USE DEPENDABLE  
RED SEAL POWER**

**LAWNMOWERS  
GARDEN TRACTORS  
COMPRESSORS  
SPRAYERS  
PUMPS  
CONVEYORS  
SCOOTERS  
BIKES**

***Continental Motors Corporation***

AIR-COOLED INDUSTRIAL ENGINE DIVISION

620 FORD BUILDING • DETROIT 26, MICHIGAN



# WHAT'S NEW

ivory plastic give it non-slip grip. Button switch starts and stops the rotary motor. Hi-Velocity shearing head has higher speed with a longer cutter thrust for quicker shaving. Combing edge guides whiskers into slots while an interceptor bar makes them stand up for close cropping. Telescopic case is made of leatherlike material, saddle stitched gold decorated. Retail: \$24.50. *Schick, Inc.*, Stamford, Conn.

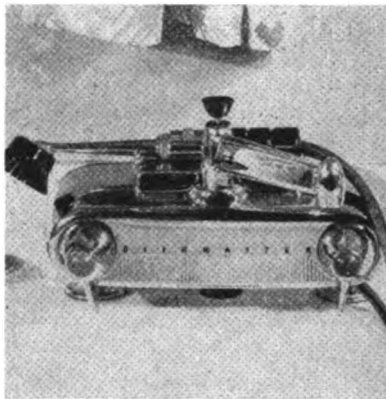
## Ironing Board Cover

Drum-Tite ironing board cover features corner pockets that cut down slipping on steel top boards. Each set has two special steel spring hooks that attach to grommets on the heavy drill cover beneath the board. Pad is of smooth white knit cotton. Special shirred skirt is attached to the edge of the pad. Packed in transparent polyethylene bag with drawstrings. Retail: \$2.98. *Worcester Felt Pad Corp.*, Wooster, Mass.



## Dishmaster

Dishmaster features a diverter valve permitting the unit to operate on low water pressure. Dishmaster is a chrome plated combination swing spout and dishwasher replacing faucets. Concealed tank holds a detergent solution which can be mixed with clear water. Aeration chamber aerates the de-



tergent suds following through the nylon brush. Wire brush removes crusted residues. Retail: \$49.50. *Gerity-Michigan Corp.*, Toledo, Ohio.

## Rotary Beacon

Revolving toy aircraft beacon with framework of steel-gray Tenite plastic works on any transformer of 14 to 18 volts. Beacon lens housing rests in cuplike depression on special lamp, revolves slowly as lamp-heated air streams through vanes in its top. Tenite framework will not corrode or chip. *The A. C. Gilbert Co.*, New Haven 6, Conn.

## Frosting Paint

Glass frosting paint decorates in color light bulbs, windows, mirrors, vases, glassware. Ready to use out of the can, frosting is washable durable surface through which light can easily penetrate. May be sprayed or brushed on. Oil coloring can be added. *Sapolin Paints, Inc.*, 229 E. 42nd St., New York City.

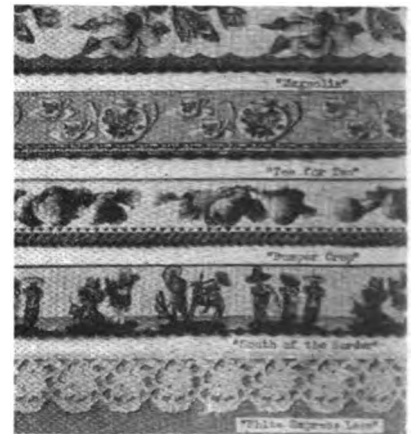


## Roaster Accessory

A multi-purpose accessory for use in its popular electric roaster ovens has just been introduced by Nesco, Inc. Designated as an all-purpose cookie sheet, it can also be utilized as a drip pan when using the roaster for broiling, it can be used directly for broiling if it is desired not to place the meat directly on the griddle surface, and it can serve as an efficient heat reflector by placing the sheet under the griddle where it speers cooking and saves current by reflecting heat upward. Heavily tinned. Retail: \$1. *Nesco, Inc.*, Milwaukee, Wis.

## Shelving Patterns

Roylace 1951 shelving patterns feature floral designs in five out of eight. There is a fruit pattern and two other patterns. Patterns are: Rose O'Day, MacTavish Plaid, Flower Isle, Magnolia, Tea for Two, Bumper Crop, South of the Border and White Empress Lace. All come in Royledge shelving combining shelving paper with edging. *Roylace Paper Works, Inc.*, Brooklyn 1, N. Y.



## Chris-Craft Motor

Chris-Craft 1 hp. outboard motor, model K, is alternate firing twin with 19.94 cu. in. displacement and weighs 72 lb. Features anti-friction bearings; positive starter unit with rewinding rope. drop-forged alloy steel crankshaft and connecting rods; aluminum alloy lower units; one-piece cylinder block. Also 2-gal. fuel tank, shock absorber and weedless propeller. Equipped with underwater exhaust, rubber-mounted swivel bracket for vibrationless steering and streamlined, fin-shaped underwater unit for high speeds with minimum water resistance. *Chris Craft Outboard Motors*, Grand Rapids, Mich.

## Sink Frame

Clamp down type aluminum sink frame is durable and rustproof. Special tape applied at the plant prevents frames from being scratched or marred during installation. Part of the T lip covers the top material, the other part covers the sink bowl. Frame leg protrudes through the sink well opening between the sink and the top. Twelve lugs are hooked over the groove of the frame. By tightening the screws on the lugs, the sink is drawn up to the frame and the frame drawn down to the sink top. *R. D. Werner Co., Inc., 295 Fifth Ave., New York City 16.*

## Universal Tank Cleaner

Universal deluxe clean air tank cleaner model VC6702 is equipped with 13 special cleaning attachments and features a tattle-tale light indicating when the bag needs to be emptied. Instant seal hose connection between hose and cylinder. Thread-picking, self-cleaning nozzle never gets clogged. Attachments consist of nozzle, radiator tool, 8 ft. hose, bare floor brush, floor polisher, drapery nozzle, sprayer, utility brush, 2 straight wands dust filter, moth proofing unit and can of deodorant. Motor has approximately 20 pct. more powerful suction than previous models. *Landers Frary & Clark, New Britain, Conn.*

## Emerson TV Models

Two table models and one console 17 in. rectangular TV receivers have been added to Emerson 1951 line. New models feature full screen focus and Black Magic contrast for sharp, clear pictures. Model 676 is a compact table model for the average home. Retail: \$289.95. Model 680 is deluxe housed in a mahogany veneer table cabinet. Retail: \$299.95. Model 681 is housed in a console of mahogany veneers with figure matched doors. Retail: \$369.95. *Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City 11.*

## Drill Press Vise

Palmgren No. 40 drill press vise. It can mill drill and grind. Vise has jaws 3½ in. wide, opens 3½



# TAILOR MADE

for the hardware trade!

## MARQUETTE REFRIGERATOR

MODEL AT8DE

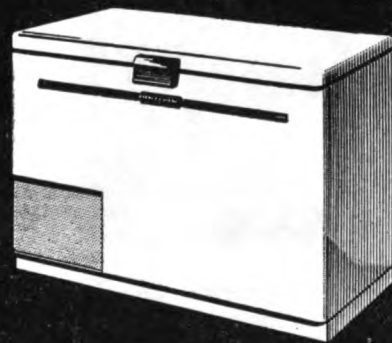
- New, latest style full door design
- Completely refrigerated top to bottom
- 8 cu. ft. capacity
- Big "across the top" frozen food compartment holds 42 lbs. food, 8 lbs. ice
- 17.5 sq. ft. shelf area
- Full-width crisper-storage drawer holds 18 quarts
- Silent, hermetically sealed Tecumseh compressor



## MARQUETTE HOME FREEZER

MODEL 11.5B

- Holds 460 lbs. of garden fresh foods, baked goods and meat
- Giant 11½ cu. ft. capacity in floor space of 8 cu. ft. model
- Dimensions 51¼" long, 28" wide, and 39½" high
- Silent, hermetically sealed Tecumseh compressor lubricated for life



**MARQUETTE Appliances**

**MARQUETTE APPLIANCES, INC.**  
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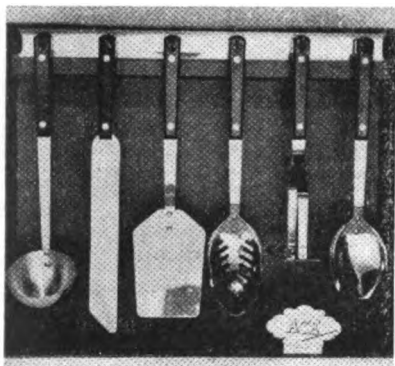


# WHAT'S NEW

in. and has a jaw depth of 1 $\frac{5}{8}$  in. Movable jaw is grooved vertically for holding round work. Vise is low-built-2 $\frac{1}{2}$  in. overall height. Heavy steel adjusting screw has a coarse pitch Acme thread for fast action. Swivel crank handle is provided for ease in turning when the vise is mounted on a machine table. Three bolt lugs are on the vise base. *Chicago Tool & Engineering Co., 8383 South Chicago Ave., Chicago 17, Ill.*

## Homemaker Gift Set

Ace stainless steel kitchen tool gift set, with ivory or black catalin handles. Latter are heat and stain resistant. Set includes potato creamer, Tu-Lip ladle, utility spoon, drain spoon with opening, narrow spatula, food turner with offset handle and six place wall handle. Hanger has beveled edges and easy



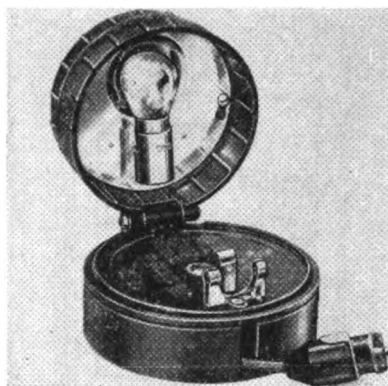
to slip on and off hooks. Complete with screws and instruction. Packed in gray and maroon gift box. Retail: \$10.95. *Ace Production Co., Chalfont, Pa.*

## 125 Inter-Mix Colors

MultiTint adds 125 inter-mix colors to its line. Colors are achieved by accurate part inter-mixes of the basic 36 MultiTint colors. Leather bound color selector is available to Seidlitz dealers showing the 125 new decorator colors arranged in color families. Color selector contains room silhouettes to assist the consumer in visualizing the effect of various color combinations in the home. *The Seidlitz Paint & Varnish Co., 18th and Garfield Sts., Kansas City, Mo.*

## Signal Light

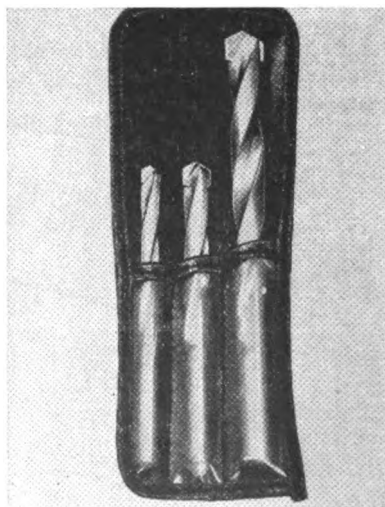
Save-Ur-Life safety light combines red flasher protection and floodlight illumination for changing tires, or chains, or reading any-



where in or around a car. Sets on its own base; has directed work light that does not shine back in your eyes, 17 ft. cord that reels into base. Approaching cars see the red flasher 300 yds. away. Has two separate bulbs. Snaps shut to small size. Plugs into cigar lighter. Retail: \$7.50. *Alden Products Co., 117 N. Main St., Brockton 64, Mass.*

## Masonry Drill Kit

Super home craftsmen roll kit of carbide tipped masonry drills contains three models in  $\frac{1}{4}$ ,  $\frac{3}{8}$  and  $\frac{1}{2}$  in. sizes. Drills can be used in hand braces or electric drill for drilling in brick, concrete, tile, plaster and similar materials. Drills made in spiral flute design. *Super Tool Co., 21650 Hoover Rd., Detroit, Mich.*



## Lancaster Converto-Pak

Converto-Pak allows conversion from shallow to deep levels by removing the shallow well jet and installing the contents of a conversion package. The packaged systems are supplied in  $\frac{1}{4}$ ,  $\frac{1}{8}$  and  $\frac{1}{2}$  h.p. sizes with capacities up to 840 GPH. Units are mounted on 15 or 30 gal. horizontal tanks or are furnished with vertical tanks in all standard sizes. *The Lancaster Pump & Mfg. Co., Inc., Lancaster, Pa.*

## Magnetic Fly Box

400 Magnetic fly box is made of heavy gage aluminum and holds up to 40 flies. Flies are held securely yet they can be removed easily without damage to hackles or wings. Box is  $4\frac{3}{4} \times 2\frac{3}{4} \times 1\frac{1}{2}$  in. Sturdily hinged it has a snap clasp. Retail: \$2.95. *Charles F. Orvis Co., Manchester, Vt.*

## Stovall Lamps

Stovall lamp fits most all makes of stoves with a  $1\frac{1}{4}$  in. or wider back-splash. Also comes with key-holes in the back to attach to walls



Models available to fit narrower back-splashes. Finished in white baked enamel with chrome trim. About 20 different types and styles are available. *General Lamps Mfg. Corp., Elwood, Ind.*

## Plaster, Motor Mixer

A 6 cu. ft. capacity plastic and motor mixer called Utility type. It has a low charging height for convenient loading and is regularly equipped with a bag splitter and a safety grate. Special wheels are available for narrow doorways. Drive is furnished either with or without clutch. Wheels disc type equipped with 4.00 x 12 pneumatic tires. *Muller Machinery Co., Inc., Metuchen, N. J.*

## Clothes Dryer

A clothes dryer with time and temperature controls permitting user to dry all fabrics except mitted woolens. Incorporates a new ventilating system that insures the circulation of clean air through the clothes and an ozone amp that gives clothes a fresh odor. If dryer is opened during a cycle, the pre-selected drying time is not changed as a master switch stops operation. Model will dampen an average washer load of clothes in 20 minutes and dry them completely in 45 minutes. Retail: \$249.95. *General Electric Co.* Bridgeport, Conn.

## Gravity Feed Oilers

Large capacity gravity feed oils now made in 10 oz., 1 pt., 1 qt., and 2½ qt. capacity Pyrex glass or Lucite plastic reservoirs, with lock ring or ratchet feed adjustment. Made to feed any predetermined number of drops per minute. Rate of feed is obtained by regulating a needle valve control. Oilers are provided with Pyrex glass or Lucite plastic sight feed fittings with standard threads for mounting on top of bearing or part to be lubricated. Available with lock-nut on sight fitting for tightening to mounting bracket and with a compression fitting for connection to copper or Neoprene tubing. All metal parts reinforced and silver-alloy brazed. *Trico Fuse Mfg Co.*, 2948 N. 5th St., Milwaukee 12, Wis.

## Weber Jewelry

Weber fly jewelry features the hand-tied flies in bright colors molded in clear plastic and set in gold-plated fixtures. The line includes: Wishbone tie holder, \$3, Arrow, Tie-Chain, Clipper and Flex-it tie holders ranging from \$2.75 to \$4.25; Duo-Gem cuff links at \$3.75; Bold Look and Identity identification tag for initials are key chains at \$2 and \$5. Prices all subject to 20 pct excise tax. A-Lure lapel pins with matching earrings for women. Pin, \$2.75 is 1½ in. in diameter and the ¾ in. button style earrings are \$2.40. All jewelry comes in six assorted patterns. Colonel Fuller, Ibis, Jenny Lind, Katydid, Silver Doctor and Yellow Sally. Each packed in a gift wrapped jewel box. *Weber, Stevens Point, Wis.*

(Resume reading on page 13)

Hitch your business to

# STAR-BRITE

THE SHINING CABINET HARDWARE  
LINE THAT GIVES YOU EVERYTHING

★ STARRED for quality, design and precision fit.

SOLD THROUGH  
WHOLESALE  
ONLY

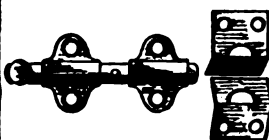
Write for our  
complete catalog  
TODAY



#285  
**CHAIN DOOR FASTENER**  
Wrought steel; non-welded chain  
Size of plate: 4" x 1½"  
"STAR-BRITE"  
Nickel  
and brass  
Complete  
with screws

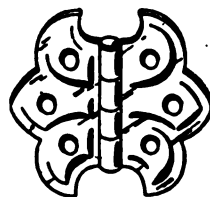


#125  
**SASH LOCK**  
Wrought steel  
Overall size:  
1½" x 2½"  
"STAR-BRITE"  
Chrome, nickel  
and brass  
Complete  
with screws

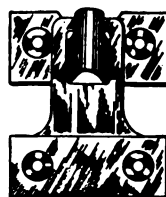


#225  
**SURFACE BOLT**  
Length size:  
3" to 16"  
Bor size: ¾"  
"STAR-BRITE"  
Nickel  
and brass  
Complete  
with screws

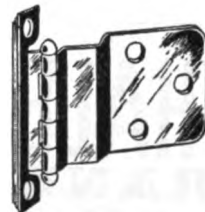
#277 **STORM SASH HANGER**  
Hook Plate: 1¼" x 1½" Eye Plate: 1¼" x 2¼"  
"STAR-BRITE" Cadmium Plate  
1 doz. pr. to box; 36 doz. to carton  
Complete with screws



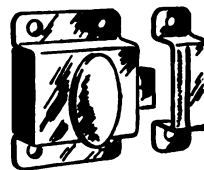
#215  
**ORNAMENTAL HINGE**  
For flush doors  
Overall sizes:  
2½" x 2½"  
"STAR-BRITE"  
Chrome, nickel  
and brass  
Complete  
with screws



#275  
**SCREEN HANGER**  
Wrought steel  
Size: Eye plate,  
2" x 1½"  
Hook plate,  
1½" x ¾"  
"STAR-BRITE"  
Cadmium plate  
Complete  
with screws



#216  
**SEMI-CONCEALED HINGE**  
Raised knuckle  
¾" offset  
"STAR-BRITE"  
Chrome, nickel  
and brass  
Complete  
with screws



#200  
**CUPBOARD TURN**  
Wrought steel  
Overall size:  
2" x 2"  
"STAR-BRITE"  
Chrome, nickel  
and brass  
Complete  
with screws



#297  
**CONCAVE KNOB**  
"STAR-BRITE"  
Chrome  
1 Dozen to Box  
with Screws  
36 Doz. to Carton

**STAR METAL PRODUCTS Co.**  
370 Butler Street, Brooklyn 17, N. Y.



Specify

# National

play safe!

LOOK FOR  
THE FLAG  
SYMBOL



A SAFE  
BUYING  
GUIDE

A hardware line complete with a wide diversity of styles to meet practically every building requirement.

- ★ Modern designs, simple and positive in operation
- ★ Basic materials, strong and wear-resistant
- ★ Smooth, friction-free actions
- ★ Protective finishes that defy rust and deterioration
- ★ Neat labeling and packaging—easy to stock and sell

You can profit from the valuable repeat business created by National Builders' Hardware service records. Send for your copy of the complete catalog today.

**NATIONAL MANUFACTURING  
COMPANY**  
STERLING • ILLINOIS

# TO HELP YOU SELL

New Displays and Other Dealer Sales Helps

(Continued from page 13)  
nized reflector Sheldon lamps. Copies may be obtained by writing *Allied Electric Products, Inc.*, or *Sheldon Electric Co.*, 76 Coit St., Irvington 11, N. J.

## Lure Display Carton

A new Lazy Ike display carton that can be used as an easel-backed counter card or as a nested show case display. Each display carton contains 12 individually-boxed Lazy Ikes. Each box is covered with a clear acetate top that shows the lure and keeps out dust. When a lure is sold from the display, the open spot reveals an imprint that reads "Another Lazy Ike Gone Fishing." Available without cost and 20 pct of every wholesale order may be packed in the new displays. Five special assortments featuring Nos. 0, 1, 2 and 3 size Lazy Ikes are available under the display carton promotion. *Kautzky Mfg. Co.*, Fort Dodge, Iowa.

## Gardex Refill Package

Refill Package of Midget garden tools designed for dealers having the Gardex Midget Tool self-service merchandiser. Package of 64 tools consists of a complete assortment of each kind featured in the merchandiser. Varying quantities of each tool are included in the package, based on the popularity of the various tools as determined during last season's selling. The Refill Package contains six each, midget forks, dandelion cutters, cultivators, culti-weeders, midget rakes, transplanting trowels and culti-spades; 12 steel trowels, 2 dibbles and 8 culti-hoes. Retail: \$24.95. *Gardex, Inc.*, Michigan City, Ind.

## Lamp Recipe Book

A new type of recipe book containing "recipes" for lighting rather than cooking, entitled *See Your Home in a New Light*, contains an artist's conception of the application of 22 recipes for better living in a better-lighted home. The booklet is a phase of G.E.'s nationwide "Home Light Conditioning Program." This program aims at improving the lighting in the 40

million wired homes of America by giving the public authoritative information and guidance on what lighting equipment to use, and where to place it, for each home seeing task. The booklet is available without charge. *General Electric Co.*, Nela Park, Cleveland, Ohio.

## Schalk Merchandiser

Improved Schalk merchandiser retains the original free cabinet, 7 x 24 in. of counter space, but has a smaller stock assortment, enough to fill the shelves of the merchandiser. Also released to the trade is a new catalog, *The Schalk Story* in binder form with individual loose leaf pages covering each product.



The pages are available in any quantity needed for mailing to wholesalers and dealers. Each page shows the product in color, tells what it is, what it does and why it's a seller. Also each page gives data on prices, sizes, shipping weights. *Schalk Chemical Co.*, Los Angeles, Cal.

## Electric Power Table

Bulletin GEA 5172A electric power table is available from the *Apparatus Department*, *General Electric Co.*, Schenectady 5, N. Y.

## Data on Screens

Fabrico E-Z fit aluminum screens for double-hung wood windows and metal casement windows are discussed in a booklet called *Let's Visit Fabrico*. It conducts the reader on a step-by-step inspection of the production facilities in the plant.

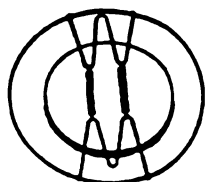


**NO SLIP  
SUPER GRIP**

**Forsberg**  
MFG. CO., BRIDGEPORT, CONN., U. S. A.

# DISPLAY YOUR CHINA FOR BETTER BUY APPEAL

OUR DEVICES DISPLAY IT BEST. SELL MANY OF THESE GADGETS TO YOUR CUSTOMERS. MOST OF OUR LINE IS MADE OF SOLID BRASS. THEY LOOK AS IF THEY WERE MADE OF SOLID GOLD.

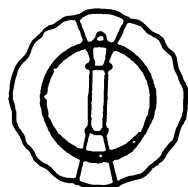


**REGAL DOUBLE SPRING PLATE HANGER**

Simple in construction. Meets every requirement of a plate hanger. Sizes for plates as follows:

- #0 for 4" to 5 1/2"
- #1/2 for 5" to 6 1/2"
- #1 for 6" to 7 1/2"
- #2 for 7 1/2" to 9"
- #3 for 9" to 10 1/2"
- #4 for 10 1/2" to 11 1/2"
- #5 for 11 1/2" to 12 1/2"
- #6 for 12 1/2" to 17 1/2"

All sizes \$1.50 doz. Individually wrapped.



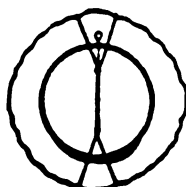
**MAJESTIC BRASS PLATE HANGER**

Where a plate hanger is wanted with a lot of looks. Sizes for plates as follows:

- #321 for 4" to 5"
- #322 for 5" to 7"
- #324 for 7" to 9"
- #325 for 9" to 11"
- #326 for 11" to 12 1/2"

**SOLID BRASS**

Lacquered. All sizes \$2.00 doz. Individually wrapped.



**UNIVERSAL SINGLE SPRING PLATE HANGER**

Individually wrapped. Gilded tips. Made where extreme competition must be met. A better hanger in this price range. Made in 2 sizes. Small size for plates 5" to 7" and large size from 7" to 11". \$1.00 doz.

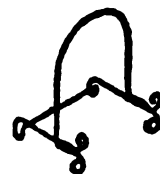


**REGAL PLATE STANDS**

Small Size \$1.00 doz.

Medium size \$1.50 doz., Lge. Platter \$3.00 doz.

**SOLID BRASS**



**UNIVERSAL PLATE STAND**

Gilded, twisted wire. Small size — \$1.20 doz. Medium size — \$1.80 doz. Large platter size — \$2.40 doz.

**ALL SOLID BRASS**



**UNIVERSAL CUP & SAUCER STANDS**

Well made, gilded wire. 4 sizes: tiny, miniature, demi-tasse and teacup. All sizes \$1.20 doz.



**REGAL CUP & SAUCER STANDS, TWISTED WIRE**

Can be adjusted to show cup and saucer to best advantage. 3 sizes. Teacup, demi-tasse and miniature. All sizes \$1.50 doz.

**ALL MADE FROM SOLID BRASS**



**DINNERWARE RACKS SPREAD OUT TYPE**

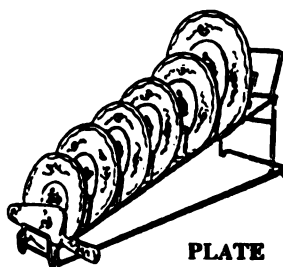
DISPLAYS SET TO MAKE IT LOOK AS LARGE AS POSSIBLE. Skeleton Rack. Made to show one of each piece of any set. \$1.25 each; Solid Brass, \$1.75 each; 20 pc rack, \$2.00 each; Solid Brass, \$3.00 each; 32 pc set, \$3.00 each; 52 pc set, \$4.50 each. In ordering, please specify "spread out" if this is style desired.



**PLASTIC CUP & SAUCER STAND**

Mahogany Color for Demi-tasse and teacup

\$1.80 doz.



**PLATE RACKS**

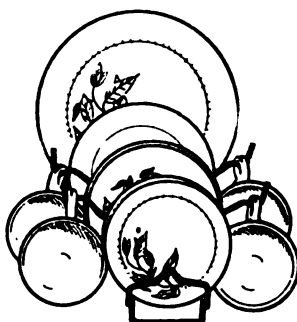
7 Plate Collapsible Type Enamel Finish \$12 Doz.

7 Plate Non-collapsible Type Solid Brass \$12 Doz.

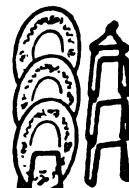
6 Plate Non-collapsible Type Nickel Plated.

\$6 Doz.

**DINNERWARE RACKS NESTED TYPE**



SAVES 25% to 50% of display space. Skeleton rack, \$1.00 each; 20 pc rack, \$1.25 each; 32 pc rack, \$1.75 each; 52 pc rack, 2 pc set, \$3.25. In ordering, please specify "nested" if this is style desired.



**WALL PLATE RACKS**

All Solid Brass

To hang as many plates as desired on a wall in series. Small for plates to 6". Medium for plates to 10". First hanger 35c. Additional hangers \$2 doz. Large size for plates over 10". First hanger 50c. All additional hangers \$2.40 doz. All solid brass.

**NEW LOW PRICES ON PRINCESS CERAMICS**



- Miniature cups and saucers \$1.25 ea.
- #300 Demi-tasse cups & saucers \$2 ea.
- #350 Demi-tasse cups and saucers \$2.50 each
- #400 slipper \$2.00 each.
- #500 slipper \$2.50 each.
- #800 wall demi-tasse set \$2.50.

**ERNEST TATCHER**

264 N. W. 26TH STREET

MIAMI, FLORIDA

TERRITORY OPEN FOR SALESMEN and JOBBERS WRITE



# TO HELP YOU SELL

Illustrated with photographs and detail drawings of the adjustable hanger and closure channel. *Fabricco*, P. O. Box 31, North Bergen, N. J.

## Devoe Sign Design

Devoe & Reynolds has developed a geometric form of a diamond for its dealer signs and point-of-sale



materials. White lettering on a red background with the Indian figure, Devoe's original trade-mark, fitting into upper corner of the diamond. The projection into three-dimensional form emphasizes the design. *Devoe & Reynolds Co.*, 787 First Ave., New York City 17.

## Bar Solder Promotion

Castomatic bar solder is explained in picture caption style in a 24-page booklet attached to a blotter. There is space on the blotter for imprinting the dealer's name and message. Customer's name can be written on blotter. *Federated Metals Division, American Smelting & Refining Co.*, New York City.

## Heller Fixture Manual

Heller's new line of store display fixtures, including Multi-Level terrace fixtures and islands, corner cabinets, feature end units, counters, nail bin counters, showcases, glass racks and a complete line of accessories are featured in a new manual No. 51 A now available. Line being sectional the various cabinets are interchangeable. Manual is well illustrated with

completed specifications for each fixture plus store views and store plans. Illustrated is the new style extended fluorescent lighting headboard offered as optional equipment. Of interest to the dealer is the manufacturer's store planning and estimating service. *W. C. Heller & Co.*, Dept. A, Montpelier, Ohio.

## Locknut Types

Locknut section, Industrial Fasteners Institute, has issued a booklet illustrating and describing the different types of locknuts, their principle of operation and the manufacturer's name and address. *Locknut Section, Industrial Fasteners Institute*, 3648 Euclid Ave., Cleveland, Ohio.

## Hardware Chain Catalog

Finger tip facts about hardware chains and attachments is the title of a 16-page condensed catalog. Merchandising and selling suggestions are provided. Also illustrations, descriptions and specification tables on the complete line of American welded and weldless chains, chain assemblies such as tie-out, halter, porch swing chains and cow ties. *American Chain & Cable Co., Inc.*, Bridgeport, Conn.

## Glove Display Box

Green Thumb garden and household gloves are supplied in a display box. Box contains 12 pairs each tacked together with an informative selling tag and packed in indi-



vidual pliofilm envelope. Box front is cut low. The gloves of washable chamois-colored fabric with green thumbs are vinyl-impregnated to repel dirt. Retail: 89 cents. *Edmont Mfg. Co.*, Coshocton, Ohio.

## Cellophane Display Cabinet

Cellophane tape wood, red and yellow display cabinet with a built-in dispenser for store's own use. Cabinet occupies 16 by 19 in. of counter space, and includes 10½ doz. rolls of cellophane tape on utility dispensers or in cans. Has 12 plastic hand dispensers and two metal desk dispensers. Cabinet deal E shipped with resale rolls of tape, dispensers, and a large 2,592



in. roll of transparent tape for the dispenser. *Minnesota Mining & Mfg. Co.*, St. Paul, Minn.

## Federal Merchandise Offer

To tie-in with the promotion of the improved Federal Vogue line of enameled kitchen utensils made with Titanium is a merchandise offer for a limited time. It consists of an assortment of 13 popular items, 78 pieces priced to give the dealer a 49 pct. margin. Easy Does It sales kit for dealers is packed with each assortment, including counter cards, window banners pennants, newspaper mats, display suggestions and selling point list. *Federal Enameling & Stamping Co.*, McKees Rocks, Pa.

## Pressure Cooking Film

Pressure Cooking Institutes 16 mm. full color film available for group of club exhibition, features an instructive demonstration by Spring Byington, contrasting old-fashioned cooking with modern kitchen methods. All the do's and don'ts of pressure cooking are illustrated along with examples of time.

**Extra long life!**



**PURITAN**  
**Sash Cord**  
*has every advantage!*

**For those extra sales . . .**

Puritan Sash Cord is tops as a plow line, child's swing, tent or well rope.

- ★ TAKES SEVERE STRAIN!
- ★ NOTED FOR TOUGHNESS!
- ★ FREE FROM ALL FOREIGN MATERIAL!

★ AND IT HAS THE GOOD  
**HOUSEKEEPING SEAL  
 OF APPROVAL!**



Write for additional literature and sales helps on the complete Puritan line which includes Puritan Maid, Eclipse and Planet Clothes Line, Puritan, Regal, Kendale, Southgate and Magnolia Sash Cord.



PURITAN CORDAGE MILLS, Inc. (Manufacturers) Louisville 6, Kentucky



# NEW PRICES

effective Dec. 30, 1950

1 lb. can ..... .35

4 lb. can ..... \$1.15

Trade discounts remain the same



**Here's the one that WON'T SHRINK**

*This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.*

This is the first price-increase on Durham's Rock Hard Water Putty in 15 years—an increase we can no longer evade.

For our dealers and distributors, the new prices mean added profit per case—so necessary to meet rising costs of operation.



DONALD DURHAM COMPANY  
Des Moines 4 Iowa

**The PLASTIC Repair Material in POWDER Form**

## Strataflo

non-freezing  
yard  
hydrants

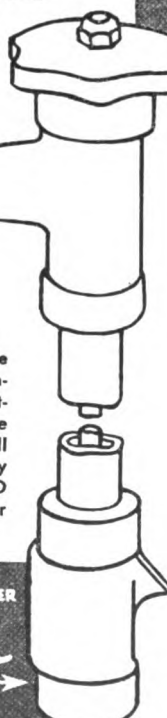
Outdoor water service the year around without danger of freezing or bursting pipes. Shut-off valve is below frost line. All brass and copper. They will last a lifetime. ALSO WALL TYPES. Write for bulletin 303.

ORDER FROM YOUR JOBBER

**Strataflo**

**PRODUCTS, INC.**

FORT WAYNE,  
INDIANA



# TO HELP YOU SELL

food and nutrition economy. *Pressure Cooking Institute*, 35 W 45th St., New York City.

## Pistol Counter Case

Oak counter case for display Crosman CO 2 pistol. Glass enclosed case measures 12 x 15 x 6 in.



Pistol and refillable CO 2 cylinder are mounted on a plywood panel. Case available at no charge with the initial purchase of five CO 2 pistols of .177 or .22 caliber and 3000 rounds of Super-Pell ammunition. *Crosman Arms Co., Inc.*, Rochester, N. Y.

## Delta Gift Checks

Delta has sent a promotional package to its dealers for Christmas built basically about a gift check idea. Each dealer receives an easel display, 25 gift checks and 25 envelopes, plus proofs of ads run in consumer papers as well as newspaper mats and proofs of these mats available to dealers for use as tie-in in local papers. *Power Tool Division, Rockwell Mfg. Co.*, 600 E. Vienna Ave., Milwaukee 1, Wis.



## Cargolite Literature

Steber has issued a catalog bulletin covering its line of Cargolites. It illustrates and describes a wide variety of models, mogul and medium base, single lamp or clusters of four or five lamps. Lamp wattages range from 60 to 1000 watts. *Steber Mfg. Co.*, Broadview, Ill.

## Du Pont Duco Finishes

The Story of Duco Finishes has been issued, illustrating and describing the progress, experimentation and processes employed in the development of Duco finishes. *E. I. du Pont de Nemours & Co.*, Wilmington, Del.

## Jacobsen Signs

Jacobsen illuminated dealer signs feature the firm name in red-orange with the other copy in grass green, black and white. Signs have Plexi-



glas faces lighted by standard slim-line lamps. *Neon Products, Inc.*, Lima, Ohio.

## Chapin Catalog

Chapin 1951 catalog offers its advance design line of sprayers and spraying equipment featuring seven many new improved ideas. Seven new models of compressed air sprayers have replaced older styles. Functional and design improvements include dome type construction three-pronged clamp. *R. E. Chapin Mfg. Works, Inc.*, Batavia, N. Y.

(Resume reading on page 14)

# HERE'S EVERYTHING FOR HOUSEHOLD LUBRICATION



## LOCK-EASE GRAPHITED LOCK FLUID

- Protects all kinds of locks against freezing, sticking, rust and wear.
- Contains colloidal graphite in a fluid carrier. Flows and penetrates rapidly, then carrier evaporates, leaving protective metal-poring, graphited film.
- Helps free stubborn or frozen locks.

List 35c for 4 oz. "controlled flow" can. Eye-catching display merchandiser, as shown, packed with each dozen cans.



## STAINLESS DOOR-EASE STICK LUBRICANT

- Nationally known, steady 10c seller. Hundreds of uses for every home, shop, office, car. Stops squeaks; prevents sticking in zippers, drawers, windows and all other exposed surfaces.
- Used like a crayon. Won't stain fabrics or surfaces treated.
- Weather-proof.

10c size packed one dozen in colorful B-12 display box shown (size 3 1/4 x 4 5/8), or on individual cards. Also large 39c seller in push-bottom metal container, packed six to display box.



## AMERICAN DRIPLESS OIL

Penetrates, lubricates, rust-proofs—the finest oil on the market for home and shop. Penetrates rapidly, converts to a full-bodied, long-wearing, rust proofing film. "Runs in—won't run out."

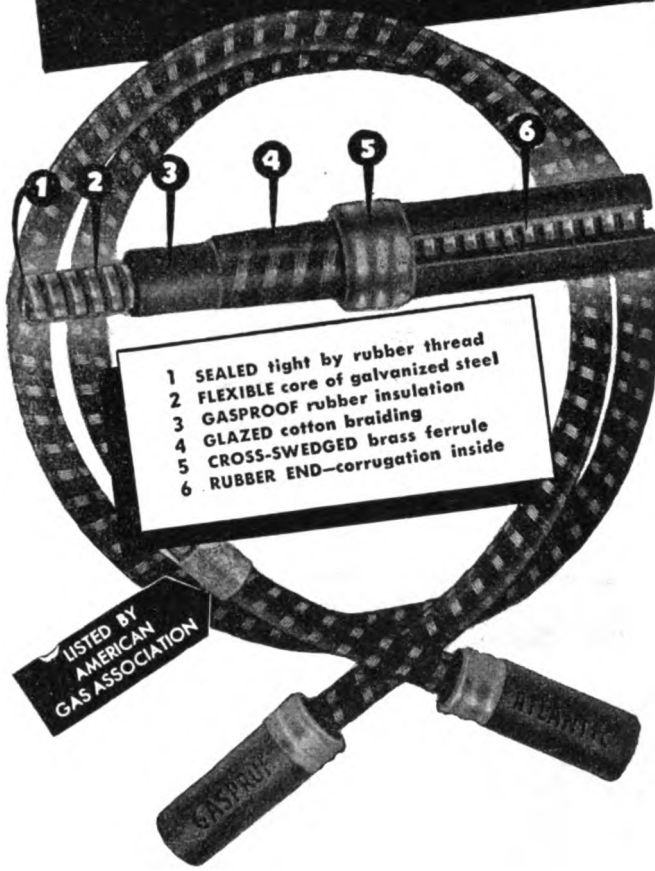
Three color display card does the selling for you. List 25c for 4 oz. "controlled flow" can that delivers drop-by-drop or steady stream. Ties in perfectly with DOOR-EASE and LOCK-EASE to give you everything your customers need for household lubrication jobs.

Ask your jobber or write direct for complete catalog data.

**AMERICAN GREASE STICK COMPANY**  
Muskegon, Michigan

# "GASPRUF" GAS TUBING

The leader in **QUALITY ... BEAUTY ... and SALES ...**



GASPRUF, and only GASPRUF, offers these 6 big selling features for biggest, more profitable gas tubing sales. GASPRUF'S improved construction is backed by Atlantic's 85 years of technical "know-how" . . . its safety and strength tested and approved by gas authorities and our own laboratory. GASPRUF gives customer satisfaction, quick turn-over and steady profits.

Stock lengths of 2' to 8', and 10', 12', 15', 18', 20' and 25'.

ORDER FROM YOUR WHOLESALE

## ATLANTIC TUBING & RUBBER COMPANY

ESTABLISHED IN 1864  
CRANSTON 5 • RHODE ISLAND

*Quality makers of*  
GAS TUBING • BRAIDED GARDEN HOSE  
PLASTIC GARDEN HOSE • RUBBER PRODUCTS

World's oldest and largest makers of Gas Tubing



# NOW! FOR EVERY HARDWARE STORE



## Washington NEWS and VIEWS

Reports on Events Affecting  
The Hardware Business

(Continued from page 10)



New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers have been clamoring for! Automatic operation—no gadget or lever to use! Walking speeds are easily regulated by engine acceleration. Massive rubber tired wheels with a choice of standard, or over-size tires for high cut of grass. Easy storage. Write today and learn how you can profit with HOMKO Lawn Equipment! Built-in Recoil Starter available at slight additional cost.

DEMAND  
DEPENDABLE  
**Homko**  
TRULY A  
QUALITY  
PRODUCT

CHOICE OF  
BRIGGS OR  
CLINTON  
ENGINE

**WESTERN TOOL & STAMPING CO.**  
2735 SECOND AVENUE, DES MOINES 12, IOWA

# STOCK

the TOP NOTCH line of  
**CHICAGO**

"Safety plus" Hexagon  
Head Cap Screws  
(Bright or Heat Treated)  
for These TOP NOTCH reasons:

- **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?
- **They're Stronger**—More uniform—give a perfect fit for every replacement need, and...
- **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."
- **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

- Hexagon Head Cap Screws, Steel and Brass
- Square Head and Headless Cup Point Set Screws
- Semi-Finished Hexagon Nuts, Steel and Brass
- Hexagon Castellated Nuts • Fillister and Flat Head Cap Screws • Taper Pins • Milled Studs
- Socket Head Cap Screws • Socket Set Screws
- Socket Pipe Plugs • Stripper Bolts or Shoulder Screws • Square Head Dog Point Set Screws
- Keys, Assortments and Kits.

**The CHICAGO SCREW COMPANY**  
2509 WASHINGTON BLVD., BELLWOOD, ILL.  
Established 1872

## Dealers' Margins Held To June '50 Levels By ESA Price Edict

Roll back all prices to Dec. 1, 1950 levels on a voluntary basis or face a mandatory action as soon as detailed regulations can be worked out. This is the first overall pricing edict of the Economic Stabilization Agency.

In its issuance of so-called "Fair Standards," ESA warned the wholesale and retail trades that gross margins may not be increased above the June, 1950 level if net dollar profits, before taxes, of the distributor are equal to or in excess of average net dollar profits, before taxes, in the period, 1946-1949. If their profits before taxes are not as high as they averaged in the base period, they can increase margins enough to bring their profits up to the base period level.

Nor, may the distributive trades increase their prices on the basis of increase in replacement costs. Margins may be added only to inventory cost actually paid.

Manufacturers' prices may not be increased above Dec. 1 levels if net dollar profits before taxes are equal to or in excess of average net dollar profits before taxes in the period, 1946-1949.

If a company's net overall profits are running above these general standards, the price of a particular product or service may be increased but in no case by more than (a) the amount necessary to make it profitable, or (b) the cost of direct wages and materials going into this product, whichever is lower.

Manufacturers were also warned that in applying these standards, the same proportionate production of lower priced items as in the pre-Korean period should be kept.

In determining whether a price increase is permissible under these standards, sellers must base their determination only upon actual experience. It is not permissible to raise any price on the basis of a forecast of conditions that may prevail at some later date or of costs which are estimated without experience.

ESA also stated that mandatory regulations which are sure to follow these "voluntary" standards will be issued on a base period ending not later than Dec. 1, 1950.

Raw material prices which were increased during the period between June 24, 1950 will be subject to reduction, in accordance with the above standards, to make possible the holding of Dec. 1 price levels at later stages of manufacture.

Voluntary standards for wages were in preparation at press time.

## Mergers Now Illegal Where Competition Is Lessened

It's now illegal to merge your firm with another in the same business if the government thinks a "lessening of competition" would result.

A new federal anti-merger law approved by Congress and by President Truman this month, prohibits any firm from buying the physical assets of a competitor if the FTC rules competition would be weakened. The 36-year-old Clayton Act already bars any company from buying the stock of a competing firm.

Passage of the bill, one of the principal planks in Mr. Truman's antitrust platform, marks a significant victory for the FTC. The commission has lobbied actively for passage of this legislation for the past 25 years. Representative Celler (New York, Dem.) says if the bill had become law 30 years ago, "many monopolistic mergers" would have been prevented, and the interest of small business "would have been fortified."

**OUTLOOK:** Government lawyers are vague about how they will enforce the new law. Congressmen who have supported the bill say that each proposed merger will have to be decided on its own merits. But under this type of enforcement, business will never know where it stands with regard to any merger until long and costly lawsuits are fought.

(Resume reading on page 11)



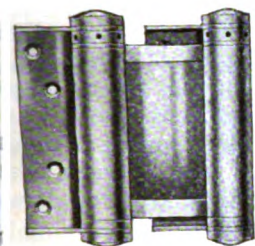
# ARCHITECTS and BUILDERS AGREE ON TRADE MARK (CHICAGO) MADEN SPRING HINGES



## Streamlined "TRIPLEX" SPRING BUTT-HINGES

Every year more and more Architects and Builders of Modern architecture are specifying Chicago "Triplex" Spring Butt Hinges and here are a few of the reasons why:

1. They are smart looking and streamlined to harmonize with the most modern architectural requirements.
2. Careful and capable designing has created many superior features of time tested advantages.
3. Here is a product that maintains our tradition for quality . . . a tradition that has guided us through more than 60 years.

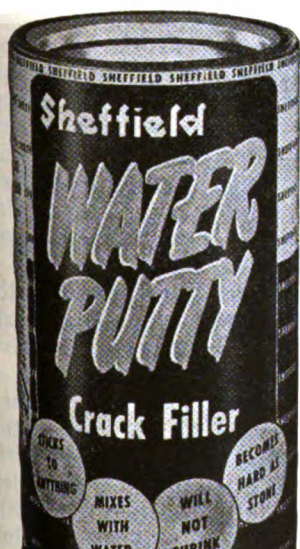


Type BUT2001  
Modern Button  
Tip Ornamentation

*Spring Hinges of Quality*

**Chicago Spring Hinge Co.**  
CHICAGO U.S.A. NEW YORK

## A BIG SELLER because It has a Hundred Uses

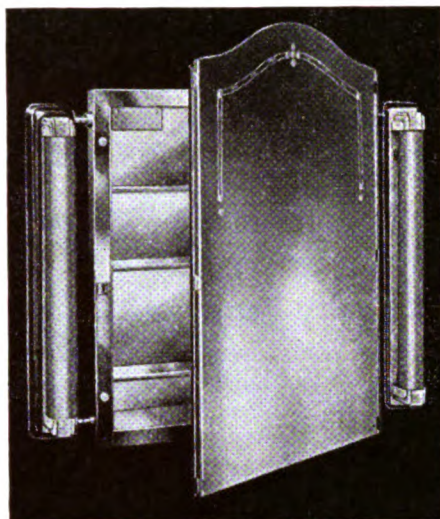


## Sheffield WATER PUTTY CRACK FILLER

- Sticks to Anything
- Mixes Easily with water  
... Will Not Shrink
- Becomes Hard as Stone

Every household . . . in fact every craftsman has use for this miracle putty that does everything! Adheres permanently to stone, tile, wood or metal surfaces and does a perfect patching and smoothing job! Feature it strongly . . . and watch your sales grow . . . because your customers are looking for something like this every day!

**Sheffield Bronze**  
PAINT CORPORATION  
CLEVELAND 19, OHIO



## 18 STYLES A WIDE RANGE OF CHOICE

Ideal's extensive line of cabinets, varying in size and varying in price, enables you to meet the requirements of every customer, not only for recess-type cabinets but also for the hanging-type.

For example, in the recess-type, the wall openings range from 12" x 18" to 16" x 25½", while the mirrors range from 14" x 20" to as large as 18" x 32". Surface-hanging cabinets may be had in either rectangular or triangular corner-cabinet styles.

If you are faced with a problem of meeting competition either as to price or as to quality, we believe our line will enable you to solve it.

WRITE  
FOR  
LITERATURE

### 18 Models

• Write for descriptive literature on our complete line of bathroom cabinets.

## Ideal Cabinet Corporation

Division of Deslauriers  
Column Mould Co., Inc.

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*The Ideal*  
**CABINET**



# Priority and Price Digest

News and Interpretations of Government Orders

## Voluntary Price Curbs Result from Stepped-Up Emergency Program

Actions taken by President Truman over the week-end inaugurated the return to a difficult era for the nation's retailers. Most observers interpret these actions as definite indication that the butter and guns philosophy has been abandoned and that an intensified rearmament program will shortly get under way.

The immediate consequence has been the imposition of voluntary price controls but because of the lack of an adequate staff, formal price lids will likely follow on a piecemeal, industry-by-industry basis.

Underlying the call for speedier rearming is the cold fact that conversion of production into planes, tanks, and uniforms cannot be accomplished overnight. Thus it will be sometime before hardware dealers will feel the full effect of the shift: a minimum of at least six months will be required for retooling and the start of war production in substantial tonnages.

In the interim, substantial volumes of consumer goods should still flow, but dealers can look for a new emphasis to be placed on conservation orders, of which the ban on the use of copper and cobalt, now in the planning stage, will be the forerunners. Such orders will inevitably lead to a greater trend to stripped-down "Victory" merchandise and substitutions.

Meanwhile, NPA's indoctrination programs have been stepped up: last week saw officials of builders' hardware, appliance, and plumbing manufacturing firms at Washington meetings (see page 10) where they were briefed about curtailments in the near future.

## Steel Priority Rules

NPA has revised "lead time" provisions covering the handling of defense orders by steel producers

and steel warehouses in amendments to orders M-1 and M-6. Lead time on orders which had been uniformly 45 days, now varies from 45 days to 120 days depending on the product. Some of the limits on DO orders which mills must accept have been raised.

## Separate Housewares Unit Set Up By NPA

A separate Housewares Unit has been set up in the General Products Division of NPA. This Unit, under Col. George S. Brady, includes knife cutlery, flatware (non silver), aluminum utensils, fireplace fixtures, enamelware, galvanized ware, and kitchen tools and accessories.

Col. Brady may be reached at Room 2254, Temporary T. Building, Constitution Ave. and 14th St. Tel. Sterling 9200, Ext. 3840.

## Non-Defense Producers Get 35 Pct Less Nickel

NPA's nickel order, M-14, limits all consumption of primary nickel for non-defense purposes during the first quarter of 1951 at 65 pct of the average quarterly consumption during the first 6 months of 1950. The following forms of primary nickel are covered by the order: Electrolytic nickel, ingots, pig, rolled and cast anodes, shot, oxides and residues derived directly from new nickel.

Use for maintenance, repair and operating supplies is permitted at 100 pct of the average quarterly use during the base period. Persons using less than 250 pounds during a calendar quarter are exempt. Inventories in the hands of users is limited to a 30-day supply or a practicable working minimum, whichever is less.

## Men you should know in Washington

### L. C. Howell, Chief of NPA Hardware Section

Lindsay C. Howell will have under his jurisdiction a NPA section comprising: Fasteners (bolts, screws, etc.); hardware, except builders' hardware; all hand tools including precision tools, saws, and saw blades; marine hardware and fittings; abrasives and grinding wheels; chains, springs, screw machine products; cold forged products, and stampings. The exact title of the section has not yet been determined.

Mr. Howell has a hardware in-



LINDSAY C. HOWELL

dustry background. He has been a sales representative for a wholesale hardware company, a partner in a hardware concern and general manager of a building materials distributing company in New York, manager of sales outlets for a paint manufacturer and sales manager for wholesale firms in Chicago.

Mr. Howell served with the War Production Board as early as 1942 as an industrial specialist. Subsequently, he became chief of the Hardware and Tools Branch of WPB and CPA, director of the Metallic Building Materials Division, Office of Production, and chief of the Building Materials Negotiating Division in the Office of Industry Cooperation.

In Washington, Mr. Howell can be reached at Room 2254, Temp I Building, Constitution and 14th St.; Telephone Sterling 9200, Ex. 2448.

## NPA Reduces Natural Rubber Use 28 Pct

In an amendment to rubber order 1-2, NPA has reduced natural consumption 28 pct in January and February from the November level. However, tire and other rubber goods manufacturers will be permitted to use about 90,000 tons a month, including both natural and synthetic types.

The amended order requires that camelback be produced during January and February in the same proportionate rate to new rubber consumption as was produced during the year ending June 30, 1950.

The total amount of new rubber consumption (including all synthetic, both dry and latex, and all natural, except latex and rubber from guayule) is limited to no more than 82 pct of an individual's base monthly rubber consumption in January and 80 pct in February.

Presently, consumption of about 6,000 tons of natural rubber latex a month is allowed. However, NPA indicates that this consumption will probably be reduced to 5,000 tons a month starting in March.

## Zinc Use Cut 20 Pct; Inventories Limited

NPA Order M-15 limits non-defense production and use of zinc products at an average quarterly rate of 80 pct of the production or use during the first six months of 1950. Use of zinc products in any single month during a calendar quarter may not exceed 40 pct of the total permitted for the quarter.

Use of zinc or zinc products for maintenance and repair work under the order, is limited during each six months period to the average amount used for this purpose during the base period—the first half of 1950. Those using less than 3,000 pounds of the metal quarterly are exempt from the order. Inventories are limited to a 45-day supply, or to a practicable working inventory, whichever is less.

## Aluminum Cuts Eased

NPA Order M-7 restricting non-defense use of aluminum to 65 pct of the base period during the first 6 months of 1951 has been amended to allow usage in January at 80 pct of the base period and in February at 75 pct. No change has been made for March and subsequent months.

# fuller BRINGS RETAIL PRICES UP-TO-DATE WITH NEW FREE PRICE STRIP

GET IT TODAY!

FULLER'S SCREW DRIVER AND WOOD CHISEL SELF-SERVICE DEPARTMENT

Since 1941 FULLER screw drivers and wood chisels have held the price line because *we've* absorbed every cost increase that came along!

But now we're forced to announce a slight increase . . . and we're making it easy for you to change prices on your FULLER Self-Service Department. Press the new price strip over the old one—and you're all set to do the same volume of profitable FULLER business you've been doing in the past.



No. 2160—Retail List Price . . . . . \$24.40  
Contains FULLER Complete Basic Assortment  
• 4 Dozen Screw Drivers in wanted sizes.  
• 1 Dozen Wood Chisels in 3 popular sizes.

**YOURS FREE—**

FULLER Metal Display Rack in eye-striking blue and orange. Worth \$5.00.

ORDER YOUR FREE NEW PRICE STRIP FROM YOUR WHOLESALE OR FROM US.

Order FULLER display and stock through your wholesaler or directly from us.

**fuller tool co., inc.** 907 FAILE STREET, BRONX 59, N. Y.  
World's Largest Producers of Unbreakable Amber Handle Tools

# ESCUTCHEON PINS



**Packaged to Sell . . .**

Brass or steel escutcheon pins of fine quality...Packed in attractive metal-edge boxes that act as sturdy containers and make eye-catching displays—or, if you prefer, in 100 lb. kegs...Standard or special sizes...plain or plated finishes...made in special metals on request. Special nails, rivets and screws made to order...Economy, quality and quick delivery in large or small orders...WRITE FOR PRICES...We will send quotations promptly...Ask for free Catalog and Decimal Equivalents Chart.



**JOHN HASSALL, INC.**

419 Oakland Street  
Brooklyn 22, N.Y.

Manufacturers of Cold-Headed Specialties—Established 1850





# Read it in **HARDWARE** **NEWS OF**

**HARDWARE AGE FOR**

## **SOUTHERN WHOLESALERS TO MEET APRIL 9-12**

The Southern Wholesale Hardware Association will hold its 60th annual convention, the week of April 8, with the American Hardware Manufacturers Association at Palm Beach Fla. The opening convention session will be Monday evening, April 9 with adjournment on Thursday, April 12. This meeting marks the 100th semi-annual convention of the manufacturers' group.

Hotel headquarters of both associations will be at the Palm Beach Biltmore where all convention activities will be concentrated. Cooperating Hotels are the Whitehall and the Mayflower. However, the Palm Beach Biltmore will act as clearing agent for all reservation requests and should be advised of all requirements, including the preferred hotels and accommodations and dates of expected arrival and departure.

Forms for the filing of advance registrations will be mailed to member companies of the American Hardware Manufacturers Association on Friday, Feb. 19 and must be returned to the Association's office, 342 Madison Ave., New York City 17 on or before Wednesday, March 21 in order to be included in the advance registration directory.

Registration at the convention will begin at 10.00 a.m., Sunday, April 8 and continue until 4 p.m. This will be for members of both associations and manufacturers agents included in the advance registration only.

T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., is managing director of the Southern Wholesale Hardware Association and Arthur L. Faubel, New York City is secretary-treasurer of the American Hardware Manufacturers Association.

### **APPOINT DUPONT RUBBER CHEMICAL SUPERVISORS**

The Rubber Chemical Division of DuPont de Nemours & Co., Inc., Wilmington 98, Del., has announced the promotions of H. Logan Lawrence, William H. Ayscue and Samuel W. McCune, III, to the newly created positions of sales supervisors in the Boston, Chicago and New York district offices.

E. Paul Hartsfield was transferred to the Akron office as a salesman and R. Scotton Griffin to the Boston office. Mr. Lawrence joined DuPont in 1934 and for three years prior to his transfer to the Boston office he held the position of export sales manager for rubber chemicals and neoprene.

Mr. Ayscue has been with DuPont since 1935 and has been engaged in sales work in the Wilmington and Akron offices. Mr. McCune has been with the company 11 years, the past five of which he was assigned to the main office as a neoprene applications engineer.

### **WALLACE NAMES WATT RETAIL SALES HEAD**

Donald R. Watt, formerly merchandise manager of R. Wallace & Sons Mfg. Co., of Wallingford, Conn., has been made retail sales manager of the company.

Before joining Wallace in May of last year Mr. Watt had been general manager of Yolles Furniture Co., of Toronto, one of Canada's

largest furniture chains. Previously he had been manager of H. R. Bain & Company, stockbrokers, Toronto.

### **ELECT W. P. HOWLETT NESCO DIRECTOR**

Stockholders of Nesco, Inc., have approved the new management's proposal that employees and officers of the company be permitted to buy 30,000 shares of its common stock.

The plan was developed by Arthur Keating who was elected president of the company last April.

William P. Howlett, executive vice president, was elected a director.

### **TELECHRON FIELD SALES MANAGER**

M. J. Dunn has been named field sales manager of the clock division of Telechron, Inc., Ashland, Mass. Mr. Dunn will be responsible for all sales activities of the standard clock sales division.

Mr. Dunn formerly was sales promotion manager at Telechron, Inc., and prior to that was its New York sales representative. From 1940 to 1947, except for three years overseas service with the U. S. Army, Mr. Dunn served in various sales and promotion capacities with Schick, Inc.



**M. J. DUNN**

### **GENERAL DRY BATTERIES GENERAL SALES HEAD**

Carl Brooks, eastern manager of General Dry Batteries, Inc., 13000 Athens



**CARL BROOKS**

Ave., Cleveland, since 1933, has been named general sales manager of the company.

Mr. Brooks will be responsible for expansion of sales promotion, merchandising, market development, advertising and public relations activities of the company. He has been closely associated with leaders in the hearing aid field since the early days of that industry. He joined General Dry Batteries as a sales representative in Cleveland in 1929 after two years on the public relations staff of American Telephone & Telegraph Co. at Philadelphia.

### **CHICAGO PAINT GROUP TO HOLD DINNER**

The Paint Salesmen's Club of Chicago will have a dinner meeting on Jan. 11 at the Furniture Club, 666 Lake Shore Drive, Chicago, honoring Elmer J. Dreckman, newly elected president of the National Paint Salesmen's Association, 168 Harrison Ave., Jersey City, N. J. Gen. Joseph F. Battley, president of the National Paint, Varnish & Lacquer Association, will be the principal speaker.

# THE TRADE ★ ★ ★ ★ ★ ★ ★ ★

DECEMBER 28, 1950

## MCCULLOUGH PROMOTED BY CROSELEY DIVISION

Harry E. McCullough has been advanced to manager, radio and television sales sec-



H. E. McCULLOUGH

on, for the Crosley Division of Avco Mfg. Corp., Cincinnati 25, Ohio.

Mr. McCullough has been associated with Crosley since August, 1948, when he joined the company to serve as contact with direct dealers. He later became successively

manager of the Cincinnati region and the Cleveland region, and from the latter position was promoted to assistant to the general sales manager, with headquarters in Cincinnati. He had served in that capacity six months when he was advanced to his new position.

Mr. McCullough was associated with Allied Stores, Inc. in executive capacities before and after service in World War II.

## CONRON INC. TO CEASE RETAIL OPERATIONS

Conron, Inc., hardware wholesalers, 309 E. Van Buren St., Danville, Ill., after 69 years in the retail hardware business, has announced the company will discontinue retail operations to devote full time to Conron, Inc., the wholesale hardware business located at 309 E. Van Buren St., and to Danville Industrial Supply Co., 35 N. Washington St.

T. William Conron, president, said the decision had come about due to the rapid expansion of the other two businesses he heads and also

## LOCKWOOD, INDEPENDENT LOCK TO BUILD PLANT

A joint statement by Independent Lock Co. and Lockwood Hardware Mfg. Co., from Fitchburg, Mass. announced the completion of plans for building a branch plant in Selma, Ala. Officials state that increased markets and subsequent demand for the products of both companies has dictated the need for expansion of plant and production facilities. The selection of the Selma site for this project was made only after a careful survey of several potential locations. Among the determining factors was the excellence of the geographical location for rendering an improved service to wholesalers and dealers in the southeastern section of the country.

The new plant site comprises a 50 acre tract on the outskirts of Selma. It fronts on a main highway and has rail facilities at the rear. Plans are completed and work is scheduled to start immediately on a million dollar plant. The main building will be one-story of modern construction and will contain 120,000 square feet of floor space. The most modern, efficient production equipment is to be installed.

These companies now operate two plants in Fitchburg and the announcement emphasizes that the addition of the branch plant in Selma is not expected to curtail full operation of any of the existing plants.

## Elect F. S. Walden Strevell-Paterson Co.

### New President and General Manager

F. W. Walden, formerly vice-president and general manager of Strevell-Paterson Hardware Co., wholesalers, Salt Lake City, Utah, was elected president and general manager, G. A. Rogers, past president, was elected chairman of the company's board of directors.

The following officers also were elected: L. W. Mansel, treasurer; J. H. Hay, vice-president and manager of the motor mercantile division of the company and U. J. Kuhre, vice-president and merchandise manager. Officers will also serve in the company as directors.



F. S. WALDEN

to avoid competition with other retailers who are its customers in the wholesale business. Conron, Inc., covers a half block of E. Van Buren St. and employs 17 sales representatives to cover the area. The retail store was opened by the father of the present president of the company, the late Thomas Conron. Tom Conron, Jr., son of the president, is vice-president, and will continue with his father in the wholesale and industrial companies.

## WOOSTER BRUSH CO. PROMOTES W. K. DAY

Wilford K. Day has been named advertising and sales promotion manager for The Wooster Brush Co., Wooster, Ohio. Mr. Day assumes his new duties after four years as a Wooster sales representative in the Great Lakes region, including the states of Michigan, Indiana, Illinois and Wisconsin.

## RYSTOGI DIRECTS G. E. REFRIGERATOR MAKING

C. A. Rystogi has been appointed manager of manufacturing of the General Electric Co.'s household refrigerator division, Erie, Pa., it has been announced.

Mr. Rystogi joined the company at Schenectady, N. Y., in 1926. Four years later he was put in charge of all refrigerator testing activities at Schenectady.

He was later advanced to general foreman and in 1939 became assistant superintendent of the refrigerator unit division. He was transferred to the vacuum tube division in a comparable capacity and in 1943 was named superintendent of the Schenectady tube works.

In 1945 he was transferred to Erie as superintendent of the freezer section of the refrigerator division and three years later he was given charge of the unit section.



# Bush-Caldwell Co. Appoints M. E. Dupree Sales Manager

Mancil E. Dupree, buyer of hardware lines for Bush-Caldwell Co., hardware wholesalers, 121-123 Main St., Little Rock, Ark., has advanced Mancil E. Dupree to the position of sales manager. He has been with the company since 1939, starting as a sales representative in north central and east Arkansas. Mr. Dupree was

named hardware buyer in 1946. His promotion is a step in the preparation for the separation of Bush-Caldwell's wholesale and retail business.

Central Supply Co., Little Rock wholesalers was purchased by Bush-Caldwell recently and it is planned to use Central's four buildings for its wholesale operations.

## ESTATE STOVE BUYS TOLEDO DESK

The Estate Stove Co., subsidiary of Noma Electric Corp., 55 W. 13 St., New York City, has acquired the Toledo Desk & Fixture Co., of Maumee, Ohio, manufacturers of kitchen cabinet equipment.

Toledo Desk, which has annual sales in excess of \$4,000,000, has been a privately owned company since it was founded in 1873. It will continue under present management with Frank Crook, Jr., son of the founder, as president and general manager. The company will continue to manufacture the same type of products.

Operations will be expanded and Noma plans a sizable investment in new tools and manufacturing equipment.

## BAKER APPOINTS LAINE WINNIPEG MANAGER

The promotion of Leonard Laine to the position of manager at Winnipeg was recently announced by the



LEONARD LAINE

Baker Mfg. Co., Evansville, Wis.

Mr. Laine has served as salesman for the company in southern Manitoba and Alberta.

## SCHREIBER ASSISTS PHILCO PRESIDENT

O. O. Schreiber, who has been with Philco Corp., Philadelphia, Pa., for the past 17 years and during the past year has been assistant secretary, has also been appointed assistant to the president, it was announced.

Mr. Schreiber served in sales and field supervisory capacities with the Buick Division of General Motors until 1931, when he became a partner in the Philco wholesale distributing company, Louisville, Ky. In 1933, he was named controller of Philco Distributors, Inc., New York, and two years later became general manager of the company's San Francisco distribution operation. He was appointed assistant treasurer of the company in 1936 in Philadelphia.

During the war, Mr. Schreiber was manager of the company's contract department in Philadelphia.

In 1945 he was named manager of operations planning for the corporation. He was appointed assistant secretary in 1949 and also was named secretary of the management policy committee and of the management operations committee.

## WALLACE HARDWARE CO. ADDS WAREHOUSE

Wallace Hardware Co., Morristown, Tenn., has added a new warehouse at Daisy and Main Sts., giving it about 21,000 sq. ft. of addi-

tional floor space. Railroad frontage permits space for three carloads of merchandise to be unloaded at a time, and unloading docks can handle six trucks.

The company's territory has also been expanded to include upper east Tennessee, western No. Carolina, southwest Virginia, and eastern Kentucky. The salesmen covering the territory are, E. F. Horner, Morristown; William Price, Asheville; Shirley Ham, West Jefferson, N. C.; W. C. Masengill, Greeneville; Ben W. Alley, Rogersville; and Bill Massey, Bristol.

Wallace Company produces its own catalog.

## BROWNING HEADS BRUCE HOUSEHOLD SALES

Howard M. Browning has been promoted to sales manager of the household products division of E. L. Bruce Co., Memphis, Tenn. Mr. Browning who has been merchandise manager since 1949 will continue his merchandising activities in addition to



E. L. BRUCE

his new duties as sales manager. He began his career with Bruce as a salesman in 1945.

## STAPP AREA MANAGER FOR CHICAGO LATROBE

Bernard Stapp has joined the sales force as a district manager covering the south central territory—Texas, Oklahoma, Arkansas, Louisiana and Mississippi for Chicago Latrobe, 411 W. Ontario St., Chicago 10, Ill. His headquarters will be in Fort Worth. His predecessor, Victor E. Griffin has been transferred to the Michigan industrial area.

## HUGHES HEADS CROSLEY WASHINGTON OFFICE

F. J. Hughes, who has been manager of contract and builder sales, has been trans-



F. J. HUGHES

ferred to the position of manager of the Crosley office in Washington, D. C., according to Avco Mfg. Corp. and general sales manager of its Crosley division.

In his new capacity, Mr. Hughes is responsible for correlating all Crosley activities pertaining to government contracts.

Prior to joining Crosley in 1949, he had been sales manager of the heating division of Gar Wood Industries, Inc. Prior to World War II, he was associated with the Norge Corp. of New York as vice-president in charge of sales, and with the Kelvinator Corp. as sales manager.

M. B. Beck, manager of the Crosley kitchen equipment sales department, has now assumed also the responsibility for the builder sales department. Mr. Beck recently transferred to the headquarters office in Cincinnati from the Philadelphia regional office where he had been in charge of kitchen and builder sales.

## G. E. APPLIANCE NAMES AID TO MARKET HEAD

Robert C. Walton has been appointed assistant to the manager of marketing of the General Electric appliance and merchandise department, Bridgeport, Conn.

Mr. Walton was formerly assistant to the manager of the household refrigerator division. He joined General Electric in 1927 following graduation from the University of Michigan.

**GOOD** to look at  
**GOOD** to warehouse  
**GOOD** to sell...

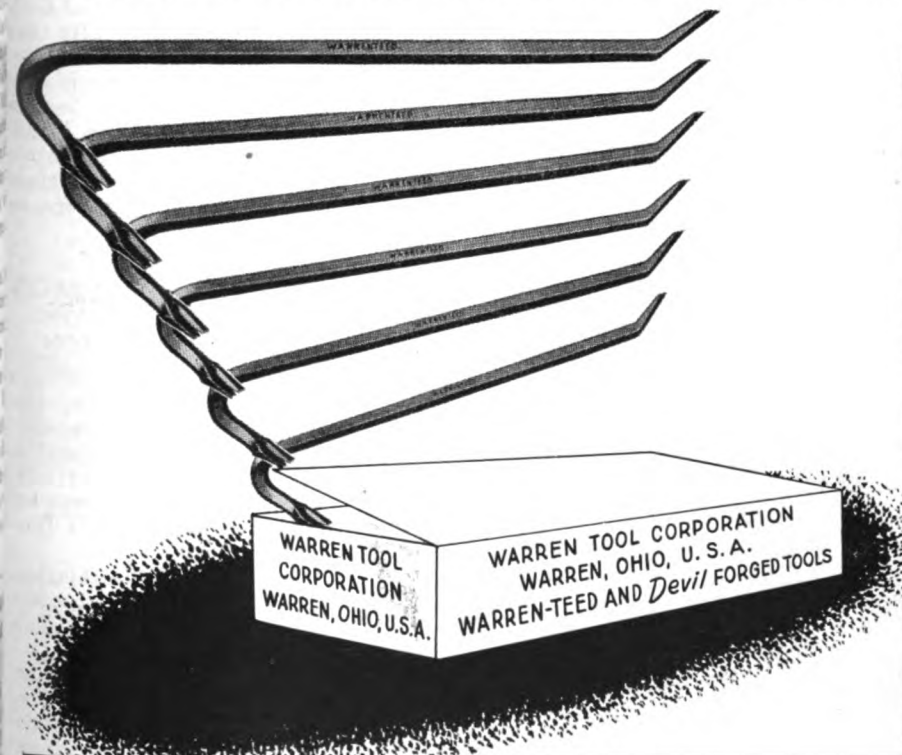
## BECAUSE WARREN-TEED DESIGN MAKES H. Q. WRECKING BARS PULL WITH CLAW HAMMER EASE

● Such "goods" found in Warren-Teed tools are proved by strong buyer preference, speedier handling in warehouse and stockroom, and more profit dollars in the cash register.

Sold on good looks and super efficiency, H. Q. Wrecking Bars perform gratifyingly on any job. They're shaped for rugged prying, lifting, wrecking and pulling. These bars promote speedy operations and savings in time. A sharp, polished, chisel edge set at a great angle is what helps make muscle-easing work. Professional carpenters and workmen like them.

Dealers benefit from this customer satisfaction in return sales and heightened reputation. Like many other Warren-Teed tools, you buy them by the convenient, pre-packaged half dozen in two standard sizes:  $\frac{5}{8}$ " x 18" and  $\frac{3}{4}$ " x 24".

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General Sales Offices . . . 105 W. Adams St., Chicago 3, Ill.

Export Division . . . 30 Church St., New York 7, N. Y.



## Material Limitations May Necessitate Use of Substitutes By Toy Manufacturers

Warnings of more drastic limitations on materials which would necessitate use of substitute materials by toy makers and emphasis on the advisability of manufacturers seeking sub-contractor work for their plants as part of the war effort were among suggestions given members at the 34th annual meeting of the Toy manufacturers of the U.S.A., Inc., at the Park Sheraton Hotel, New York City, Dec. 11-12. Arthur M. Raphael, The Lionel Corp., New York City, retiring president of the association, estimated that 1950 toy sales would top 1949's volume of \$300,000,000 (manufacturers' value).

Robert L. Niles, New York Regional Office, U. S. Department of Commerce, representing the National Production Administration, said that while there was at that moment no plan for a toy limitation order, stronger limitations on the use of critical materials for civilian purposes were definitely necessary. He reminded the industry that during World War II, 92 pct of the aluminum, 90 pct of brass mill products, 81 pct of alloy steel, 71 pct of brass foundry products and 69 pct of brass mill products went for war needs.

In a discussion, Current Economic Trends and Their Implications, Prof. O. Glenn Saxon, economist, Yale University, advocated higher per-

sonal taxation, plus an interest rate of at least 4 pct on government bonds as a means of bringing out excess money. These practices would help pay a greater share of war expenses now instead of further increasing our growing war debt and decreasing the value of the dollar.

Cecil C. Cash, buyer, Interstate Department Stores, talking on Merchandising in a War Time Economy, warned that toy buyers would be in the market prior to the Toy Fair in March, 1951, expecting fast delivery. He strongly urged manufacturers to be prepared to give government agencies data as to their costs remembering that during World War II new makers of toys had been permitted to charge higher prices than older established concerns for like and sometimes inferior goods.

Our country has met all challenges to date and will meet those it is now facing Dr. Allen R. Stockdale, National Association of Manufacturers, told those at the banquet Monday evening. All people in this country must see the need for honest work.

Other speakers were: Dr. Norman Vincent Peale, Marble Collegiate Church, who talked on the Technique of Successful Living; Dow W. Harter, Washington Counsel of the Association, who discussed The Time, Washington and You, and Vivien Kel-

lems, Kellems Co., who spoke on Toil, Taxes and Troubles. Col. Harold G. Hoffman, former governor of New Jersey, concluded the convention with his talk, Gripes and Groans.

The annual American Toy Fair in New York, sponsored by the association, will be held at 200 Fifth Ave., 1107 Broadway and other permanent showrooms with temporary exhibits at the Hotel McAlpin and the Hotel New Yorker.

William A. Wenner, All Metal Products Co., Wyandotte, Mich., was elected president. Mac M. Hanson, The Porter Chemical Co., Hagerstown, Md. and Norman G. Wintermantel, Junior Toy Corp., Hammond, Ind., were elected vice presidents. Vaughan D. Buckley, Plastic Art Toy Corp. of America, E. Rutherford, N. J., is the new treasurer and Bernard E. Baum, Effanbee Doll Co., New York City, is assistant treasurer. Horatio D. Clark, 200 Fifth Ave., New York City, was re-elected secretary. New directors are: Mr. Baum; Robert B. M. Barton, Parker Bros., Inc., Salem; Frederick W. Doepke, The Chas. Wm. Doepke Mfg. Co., Rossmoyne, Ohio, and Sidney D. Ungar, Ungar Electric Tool Co., Inc., Los Angeles, Calif. Other directors are all of the officers, excepting Mr. Clark, and W. T. Henretta, Holgate Bros. Co., Kane Pa.; Paul R. Holman, F. A. Whitney Carriage Co., Leominster, Mass.; Randolph J. Dorn, The Barr Rubber Products Co., Sandusky, Ohio and Jack E. Levy, Character Novelty Co., New York City.

## BLAKESLEE HEADS NEMA COMMERCIAL COOKING EQUIPMENT SECTION

H. G. Blakeslee, vice-president and general manager, Cory Corp., Chicago, has been



H. G. BLAKESLEE

reappointed chairman of the commercial cooking equipment section of the National Electrical Manufacturers Association.

Mr. Blakeslee served as vice-chairman of the Commercial Cooking Equipment Section of NEMA during 1947 and 1948. He is also a member of the Board of Governors of NEMA. He has also formerly served as chairman of the sales promotion committee of the same section cooperating with the E.E.I.

He has been an executive of Cory since the original founding of the company, in 1933.

## THOMPSON HEADS SALES PERSONNEL, TRAINING FOR WORTHINGTON

J. J. Thompson has been named manager of the sales personnel and training division of Worthington Pump & Machinery Corp., Harrison, N. J. Mr. Thompson was assistant manager of the Cincinnati office.

A 17-year Worthington veteran he originally became an estimator in the Chicago office.

He served Worthington successfully as an application engineer in the Buffalo compressor division from 1933, a general line salesman in the Chicago office from 1934, an application engineer in the centrifugal pump sales division in Harrison from 1939 to 1941, and as assistant district manager of the Cincinnati office from 1945.

## Toy Association Headed By F. W. Doepke



Officers and some of the directors and past presidents of the Toy Manufacturers of the U.S.A., Inc., left to right: Frederick W. Doepke; L. M. MacDonald, The Ohio Art Co., Bryan, Ohio, past president; Jack E. Levy; K. P. Fallon, The A. C. Gilbert Co., New Haven, Conn., past president; Bernard E. Baum, assistant treasurer; Norman G. Wintermantel, vice-president; William A. Wenner, president; W. T. Henretta; Vaughan D. Buckley, treasurer; Horatio D. Clark, secretary; Sidney D. Ungar; Mac M. Hanson, vice-president; Robert B. M. Barton and Randolph J. Dorn.

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Send size of store today for free plan. Ask for new manual No. 51A.

**W.C. HELLER & CO. Montpelier, Ohio**

## YOUR CUSTOMERS ARE WATER CONSCIOUS

FOR A FAST PROFIT, DISPLAY

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## FAUCET REPAIR SETS

STOP FAUCET DRIP QUICK—EASY!



• NATIONALLY ADVERTISED in the SATURDAY EVENING POST, GOOD HOUSEKEEPING & other publications.

Every O'MALLEY Faucet Repair Set carries the GOOD HOUSEKEEPING guarantee seal—including the O'Malley Repair PARTS CARD (39c), the O'Malley No. 3 DRIP STOPPER SET (85c), the O'Malley ALL-PURPOSE FAMILY SET—both drip-stopper and nu-seater tools and parts—(\$2.95 retail) ... A set for every purse!

ASK FOR CATALOG FOLDER



## EDW. O'MALLEY VALVE CO.

11948-50 S. HALSTED ST.

CHICAGO 28

## EVERY DAY A SELLING DAY!

### NEW SWING-A-WAY GIFT PACK ARRAY!

GIFT PACK No. 1  
Ice Crusher 1109W  
with Refreshment  
Shaker. Cabinet  
Model Can Opener  
1209W.  
GIFT PACK No. 2  
Can Opener 609 White.  
Red or Yellow.  
Knife Sharpener  
809 White.  
Red or Yellow.



YEAR ROUND SALES Assured by Medallions for each Gift Day.

The SWING-A-WAY Gift Pack Array gives you extra point-of-sale attraction, larger unit sales. Beautiful plastic box is designed for lasting home use ... costs no more than if the graciously styled appliances were purchased separately!

**SWING-A-WAY MANUFACTURING CO.**  
4100 BECK AVE. • ST. LOUIS 16, MO.  
Canadian Representative—Fox Agencies, Ltd., Port Credit, Ont.



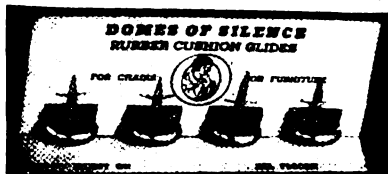
## GENUINE ORIGINAL DOMES OF SILENCE

### SELL ON SIGHT

when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture. For years the favorite with homeowners and furniture manufacturers.

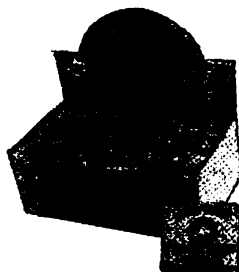
One set on a Card.  
12 Cards in a box.

SIZES  
1 1/4" 1 1/2" 1 3/4"  
1" 3/4" 1 1/8"



One Set in a box—12 boxes in carton

SIZES  
1 1/4" 1 1/2" 1 3/4"  
1" 3/4" 1 1/8"



Ask your jobber or write

DOMES OF SILENCE, Division of  
**ROBERT E. MILLER & CO. INC.**  
35 PEARL STREET NEW YORK CITY



YOU CAN'T BEAT...



AT GIVING CUSTOMERS' SATISFACTION

For Colonial customers  
have never suffered serious shortages!  
We can't do the impossible,  
but we come close to it,  
serving our customers  
during trying times.

RETAIL **10¢** AND  
UP

ALL MADE OF  
PURE BLACK  
CHINESE BRISTLES

*Note change of address of  
our new and larger plant*

COLONIAL BRUSH MANUFACTURING COMPANY, INC.

160 WASHINGTON STREET, NORTH  
BOSTON 14, MASS.

Telephone: Richmond 2-2515

NEW YORK

CHICAGO



YES!... WE'RE MAKING  
POPULAR-PRICED NYLON  
BRUSHES, TOO. SEND  
FOR CATALOG LISTING.

FOR OVER A QUARTER  
CENTURY (30 YEARS, TO  
BE EXACT) OUR MANAGE-  
MENT HAS MANUFACTURED  
AND MERCHANDISED  
POPULAR PRICED BRUSHES



# HARDWARE BRIEFS

## ALABAMA

Sam M. Bowen Co., Athens, has sold its stock to Crutcher & Son Hardware Co.

## CALIFORNIA

Oak Lane Hardware Co., Chester Lance, Bakersfield, has been opened by Emile J. Girard and George R. Wilson.

A new hardware store, owned by Bob Splane, was opened on Van Nuys Blvd., Panorama City.

Carter Hardware Co., Los Angeles, has moved into a new building at 1137 So. Los Angeles St. Parking space for customers is provided on the roof of the building.

## COLORADO

Schmidt Hardware Co., Montrose, has opened its newly remodeled store. The color scheme is ivory and blue, and new show cases and shelves have been installed. Parking space is provided.

## FLORIDA

Cannon's, Inc., 6827 Bird Rd., Miami, is being expanded to property adjacent to its present store.

A hardware store was opened by L. L. Dorminy at 1216 Cleveland St., Clearwater.

## GEORGIA

Moss Hardware No. 2 Store has opened at 100 E. 12th St., Rome. J. P. Moss and H. B. Gordon are the owners.

## IDAHO

Weiser Hardware, E. Idaho St., Weiser, has been refaced.

## ILLINOIS

Franklin C. Schlitt has been named as president of the Springfield Kiwanis Club for 1951. Mr. Schlitt is a member of Schlitt Hardware Co., and will be president of the National Contract Hardware Dealers Association for 1951.

Farmers Hardware & Implement store has been open-

ed at 700 No. Broadway, Santa Maria.

Engel's Hardware, 110 So. Main St., Washington, will be renamed Ideal Hardware Co. when Richard Scott and Wayne C. Stormer assume ownership on Jan. 1. Dorman Engel is the present owner.

Beardstown Hardware & Appliance Co., 309 State St., Beardstown, has been enlarged by an addition providing 25 pct more floor space.

## INDIANA

East Side Hardware Store, 1270 Division St., Evansville, suffered a \$2500 loss by a fire caused by spontaneous combustion.

Thomas Hardware Store, Twenty-second and Grand Sts., Connersville, has been opened by Bob Thomas.

## KANSAS

Brown Hardware, 1540 So. Main, Ottawa, was opened recently.

The Krehbiel Hardware Co., Moundridge, held its International Family Party, an annual event featuring stage and radio stars in the school auditorium.

Toews Hardware, Cullison, suffered fire damage of \$52,000. The cause of the fire was not determined.

McCall Hardware, Osage City, has been sold to Jack Jennings and Louis Anstrom by Charles McCall.

John Douglass has taken the place of George E. Sauder as manager of Schotter's, Inc., Madison.

An addition, 25 x 42 ft., added to the hardware building in Wakeeney, of Gerald Jeffories is to be used as a stock room.

## KENTUCKY

Humkey-Rogers Hardware has opened a remodelled branch store on No. Proctor Knott Ave., Lebanon.

Borders Bros. Hardware Store, So. Spalding Ave., Labanon, has been purchased by John Keith and J. Russell

Burks. Mr. Keith manages the store.

## MASSACHUSETTS

Washington Lumber & Hardware Co., Washington St., Weymouth, has been opened. A model kitchen unit for demonstration purposes is a feature, and a kitchen planning service will be available for customers.

Peabody Supply Co., 68 Main St., Peabody, has been opened by George and Jessie Velonis.

## MICHIGAN

The stockroom of J. F. Meyer & Son Hardware Store, Lexington, was recently damaged by fire of unknown origin.

## MISSISSIPPI

Coast Hardware Co., Gulfport, will be moved to a modern, air-conditioned building at 1314-16 25th Ave., where demonstrations of appliances can be given.

## MISSOURI

Boyd Hardware Store, Perry, has been bought by F. E. and J. C. Berrey from Mayor W. E. Boyd and his son.

Weger Hardware, St. James, has reopened its remodeled and restocked store. Modern fixtures have been added.

## NEW MEXICO

Evans Hardware & Tin Shop, 118 W. Main St., managed by A. C. Sadler, marks its 40th year in operation this year.

## NEW YORK

Hemingway's Hardware & Appliance Co., Latham, celebrated its 5th anniversary by opening a modern store. The new building cost \$25,000 and has 6,000 ft. of floor space.

Joseph M. Ziffer, proprietor of Capital Paint & Hardware, has opened a new store at 1259 State St., Schenectady.

Neilson's Hardware Store, Bath, has moved to a new location at 24 W. Steuben St.

## OKLAHOMA

Brit Hamlin Supply Co., a consolidation of the Brit Hamlin Hardware and Econ-

omy Furniture Store, has been opened in Stigler.

The building containing the Herring Hardware, Sallisaw, has a new buff-colored brick front.

## OREGON

Harman & Dodgen, Enterprise, has reopened for business in the new Dutli Building, Enterprise. The main section of the store is 25 x 74 ft and is finished in a variety of pastel colors. New fixtures have been installed.

## PENNSYLVANIA

Sagenkahn Paint & Hardware Store was opened for business in a new building 57 x 113 ft at 1003-1007 Wyoming Ave., Forty Fort.

Martin's Hardware Store, New Bethlehem, moved to a new location in celebration of its golden anniversary. The new building is 33 x 108 ft and modernly finished. James E. Martin has been the owner for the full 50 years of the store's operation.

## SOUTH DAKOTA

D & W Hardware, 1800 W. 12th St., Sioux Falls, has been reopened following an expansion and modernization program. Floor space has been doubled and a new lighting system installed.

Victor Bosma and John F. Schaeffer have bought a hardware store in Onida.

## TEXAS

Jap Lucas has opened a modern air-conditioned hardware store on No. Prairieville, Athens. The color scheme is pastel, and merchandise is displayed on self-service counters. A ladies' lounge-baby nursery is a feature of the store.

Cox & Britton Hardware Co., Bonham, has been bought by Mr. and Mrs. Calvert Sherer.

## VIRGINIA

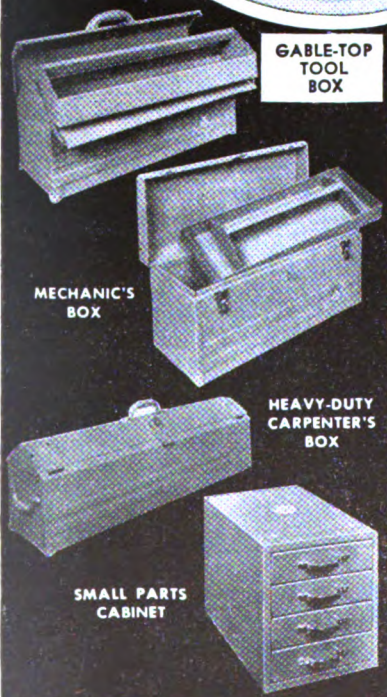
Vinton Hardware Co., 100 Lee Ave., Vinton, reopened after the store was enlarged, with more than double its original floor space.

## WASHINGTON

Kirkland Hardware, Kirkland, has been sold by Curt Farman to W. E. Rosell and Guy Harden.



# The Quality Line



The WATERLOO LINE is a fast-moving one. These boxes have an eye appeal combined with a rigid, rugged construction, which makes them outsell competition. Special patented design eliminates bulk, insures extra strength with no added weight. Competitively priced, they meet and beat competition. That's why dealers are replacing slow-moving lines with these TOP-QUALITY WATERLOO BOXES.

**Waterloo**  
**VALVE SPRING**  
**COMPRESSOR CO.**  
**WATERLOO, IOWA**

## FBI Warns Dealers to Watch For Man Passing Bogus Checks

The Federal Bureau of Investigation has asked HARDWARE AGE to warn hardware dealers throughout the nation to be on the alert for a man named Edgar Lee Leak, who has been passing worthless checks in hardware and paint stores.

Leak is wanted by the FBI on various warrants involving passing fictitious checks and interstate transportation of stolen automobiles.

Leak has used aliases such as Hugh E. Crawford, Ralph E. Edwards, James E. Hayes, Robert E. Hayes, James E. Martin, James E. Myers, Carl E. Murphy, James E. Roberts, James E. Webb, Earl K. Williams, and others.

During recent weeks Leak has identified himself as Carl E. Murphy, an employee of the Interstate Commerce Commission, and frequently displays a badge to support this claim.

Leak is described as 25 years old, 6 ft. 3 in. tall, weighing 240 lb., of heavy build and with brown hair. He has a ruddy complexion, a round face, and thick lips. His characteristics include the habit of twirling a key chain and shuffling money in his trouser pockets. He smokes and chews cigars and has a southern accents. He is a convincing talker.

Leak invariably claims to be engaged on a government project in the general area and in need of supplies which he or his "boss" will pick up later. He presents fictitious checks on various banks in payment and always leaves with a cash difference.

His checks, generally prepared in advance in long-hand, usually bear numbers such as, "36," "2281," or "3362," and notations such as "ICC," "U. S. Dist. Engr.," "custodian," "agent," "supplies," "tires and tubes," "expense acct.," "project 62," etc.

Leak frequently leaves an automobile at a garage for repairs and borrows a car for interim "Government use." The "borrowed" automobile is then left for repairs at a distant point, and the operation is repeated. Stolen li-



EDGAR L. LEAK

cense plates are employed and are changed frequently.

The FBI warns that Leak is armed and dangerous. If a dealer encounters this man he should notify his local police and the nearest FBI office by telephone immediately.

### REHMANN DIRECTS IVANO, INC. SALES

The appointment of W. E. Rehmann as general sales manager has been announced by Ivano, Inc., Chicago. Mr. Rehmann is known in the marketing and advertising fields, where he was previously sales manager of the Bakery Division of Zion Industries, Inc., and before that, in charge of sales for Chapman & Smith Co., manufacturers of bakery products. Mr. Rehmann will direct distribution of Ivano's Ivalon Sponge, with headquarters in Chicago.

### J. S. JOHNSON ASSISTS U. S. RUBBER HEAD

J. S. Johnson has been appointed assistant to the president of United States Rubber Co. succeeding G. R. McNear, who has been elected a director and the managing director of the North British Rubber Co., Ltd., Edinburgh, Scotland.

Mr. Johnson has been with U. S. Rubber since 1931. During World War II he was loaned to the government to head up the tire division of the WPB. He has been on the general manager's staff in the tire division.



## Southwestern Wholesale Distributors Group Told Less Steel Products to Be Available

N. J. Aurelius, vice-president, Columbia Steel Co., before a recent joint meeting of the Southwestern Wholesale Distributors Association and the Tenemar Boosters Club, told members that it was his opinion that government demands upon steel for defense needs would not deplete stock on any one particular type of product, but would decrease the amount available.

Mr. Aurelius also stated that the steel companies would make every effort to see that general distribution of steel products would be continued to distributors with as little disruption as possible.

The joint registration, including members and wives, was of 104 persons at the three-day joint meeting which was held at the La

Posada Hotel, Winslow, Ariz., under the chairmanship of L. P. Hermes, vice-president and general manager, Albert Steinfeld & Co., Inc.

The program included, in addition to Mr. Aurelius, Milton Albin, associate editor, *Hardware World*, who discussed "News from Washington for Business Men" and Harry Taylor, Plymouth Cordage Co. representative from Houston, Tex., who reviewed the October manufacturers and wholesalers convention in Atlantic City.

The Tenemar Boosters Club, whose membership is composed of hardware sales representatives and agents, held its election during which Arthur H. Uhler, The Stanley Works, Los Angeles, was named president succeeding Harry Taylor, Plymouth Cordage Co.

## ELECTRIC HOUSEWARES GROUP SEEKS LARGER GIFT MARKET SHARE

The Electric Housewares industry is out to capture a much larger share of the profitable year-around gift market business for its distributors and dealers.

According to the Sales Promotion Committee, Electric Housewares Section, National Electrical Manufacturers Association at a meeting today, a full-scale merchandising and promotional program with the theme: Give Electric Housewares—First Choice For Every Gift Occasion, has been adopted.

The new program will be launched in January, on a continuing basis, to convert more consumer dollars into Electric Housewares items for Mother's Day, Father's Day, Bridal Gifts at Easter and June as well as Anniversary Gifts. A complete point-of-sale dealer merchandising program is being developed and will be available on request.

## SMITH SELLS TACKLE

The Enterprise Mfg. Co., Akron, Ohio, has announced the appointment of Gaines Cole Smith of Birmingham, Ala., as sales representative.

Mr. Smith has been a sportsman for many years. He is active in Izaak Walton League.

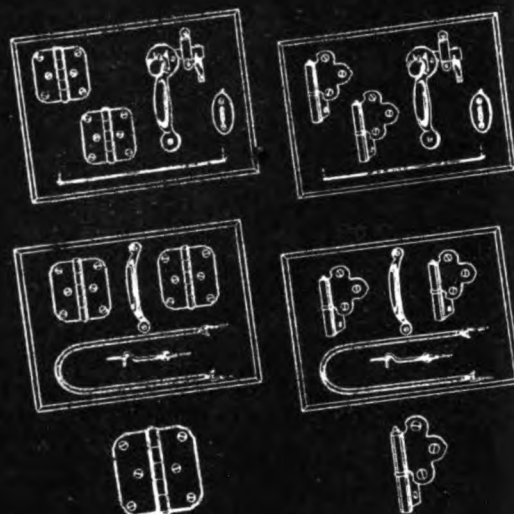
## ARVIN COMPLETES PLANT IN COLUMBUS, INDIANA

The completion of a modern new plant covering a city block in the northeast section of Columbus, Ind., has been announced by Harlan B. Foulke, vice-president of Arvin Industries, Inc.

Gradual occupancy of the new quarters began late in Sept. and full use of the new facilities was in effect Nov. 1, Mr. Foulke said. This is the 13th Arvin manufacturing unit in this city and surrounding communities and brings the company's total production facilities to more than one million square feet, he added.

In addition to complete assembly of the 15 TV sets in Arvin's 1951 line, the new factory will house TV engineering, purchasing and tooling departments, presses, plating and shipping operations. To test performance of sets under actual home conditions a living room with plastered walls, rugs and typical electrical outlets, is built within the factory.

## Light BUILDERS HARDWARE



by GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

# GRIFFIN-

Manufacturing Company

ERIE • PENNSYLVANIA

### SALES OFFICES

45 Warren Street, New York 7, New York  
1836 Farn Avenue, Chicago 28, Illinois  
8244 Woodward Avenue, Detroit, Michigan  
115 Broad Street, Boston, Massachusetts  
1255 Market Street, San Francisco 3, California  
917 St. Charles Avenue, Atlanta, Georgia  
308 1/2 North Harwood, Dallas, Texas  
4224 East 90th Street, South, Washington  
726 North President Street, Jackson 6, Mississippi  
408 N.W. Creek, Kansas City, Missouri  
2811 Garrison Blvd., Baltimore 16, Maryland  
1629 Garfield Street, Denver 6, Colorado

### IN CANADA

18 Wellwood Avenue, Toronto, Ontario



# The 3<sup>rd</sup> of 3 PARKER Hack Saw Exclusives



## Locks The Blade in Place

When you point out to your customers the famous, exclusive features of a Parker Hack Saw —

"Stud-Fast" patented one piece end and stud; and the Forged Ends — add another one, Parker's new

"Loc-Klip". Standard equipment on all Parker H-40, H-60, H-80 and H-100 Hack Saws, "Loc-Klip" firmly locks the blade in place at the front, even when the saw drops on the floor or strikes some other hard surface.

When a Parker Saw is shipped, you KNOW that it's going to arrive fully assembled. Yet a blade is just as easy to change as ever, and on a secured stud.

Make the most of these Parker exclusive features—built in for greater dealer profit and customer satisfaction.

\*Patent Pending

Buy the **Parker** Line

**PARKER MANUFACTURING CO.**  
WORCESTER 1, MASS., U. S. A.  
and **ACKERMANN-STEFFAN DIVISION**  
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

## TV for Educational Uses Urged by Motorola President

Television can be the greatest teacher of all time, effective in every educational field from children's education to medicine, agriculture and all phases of adult education, Paul V. Galvin, president of Motorola, Inc., asserted recently in declaring his support for the assignment of television channels for educational use.

Noting that television already has been used successfully for educational purposes in such cities as Philadelphia and Baltimore, and

also at Iowa State College, Mr. Galvin pointed out that the issue now is "to establish the principle of the right of education to a place in the future expansion of television as the country's prime medium of communication."

Stressing that, at this stage, this is a question of planning and establishing principles, Mr. Galvin noted that full scale utilization of television in education is many years away, if only because of the financial limitations of most educational institutions.

### RYERSON MOVES TO NEW STEEL SERVICE PLANT

Joseph T. Ryerson & Son, Inc., steel distributors, has moved into its new and larger steel-service plant and office building in Cincinnati, construction of which was begun in January. The new plant is located at 3475 Spring Grove Ave. Replaces the company's former plant at Front St. & Freeman Ave., which has been occupied since 1923 when Ryerson began business in the Cincinnati market with the purchase of the plant and stock of the Cincinnati Iron & Steel Co.

Total floor space of the new plant is 165,000 sq. ft., or almost four acres. The warehouse unit is of structural steel frame construction with masonry and a special type steel siding, well lighted with side windows, skylights, and the modern electric illumination. An L-shaped two-story brick and steel office building of attractive design forms an integral part of the whole unit at the south end of the property. Vacant property lying immediately north of the new warehouse is available for future expansion.

### OVER 530 TO EXHIBIT AT HOUSEWARES SHOW

Regardless of the international situation at show time, the Jan. 1951 National Housewares & Home Appliance Exhibit may well be the most critical in the industry's history, according to A. W. Buddenberg, executive

secretary, National Housewares Manufacturers Association, 1140 Merchandise Mart, Chicago 54, Ill.

The exhibit will open Thursday, Jan. 18, and run through Thursday, Jan. 25, at Navy Pier, Chicago, with more than 530 manufacturers represented. Show hours will be from 9 a.m. to 5 p.m. daily.

Mr. Buddenberg predicted a record buyer attendance because, he said, buyers will be on the lookout not only for merchandise but especially for news of prices, production, allocations, deliveries and manufacturers' plans for the months ahead.

The traditional NHMA annual housewares show party will be held Tuesday, Jan. 23, in the grand ballroom of the Palmer House.

### EKCO TO OCCUPY NEW PLANT IN JANUARY

Benjamin A. Ragir, president of Ekco Products Co., Chicago, has announced that the firm's new half-million dollar plant at Whittier, Cal., will be ready for occupancy early in January. Mr. Ragir said it would be used for both manufacturing and warehousing.

### APPOINT LEVINE

The Griffon Cutlery Corp., New York, announced the appointment of Harold Levine as advertising and sales promotion manager. Mr. Levine was formerly associated with the George M. Kahn Advertising Agency.

## Hotpoint Distributors Conference Stresses Aggressive Sales Program for 1951

A preview of Hotpoint's 1951 marketing strategy calling for aggressive sales programs was presented at Hotpoint's distributor convention attended by 400 persons representing all Hotpoint distributors and district sales organization.

E. R. Taylor, general sales manager, said that the theme of Hotpoint's programs in 1951 will be "look ahead, plan ahead, stay ahead." He revealed that 1950 was the greatest year in the company's history from the standpoint of total sales and gains in public acceptance. Bills for the month of September were larger than those for the entire year of 1940. Dishwasher shipments in October exceeded the entire output for 1946.

Mr. Taylor cautioned that while the industry generally is in a very healthy position, it is impossible to predict what inroads national defense requirements will make on the appliance business in 1951.

Reviewing sales records made this year, E. E. McEwan, manager of market forecasting, said that 1950 was another abnormal year in the appliance business. The "Korean market" was characterized by sharp increases in replacement sales. Refrigerator sales during this period were 72 per cent replacement, compared with the 50 per cent that could normally be expected at this season. Similar increases in replacement sales occurred with other appliances.

Mr. McEwan said that 1950 was an excellent year for the industry, with range sales estimated to reach 1,800,000, an 80 per cent increase over 1949. Before Korea, total shipments for the year were estimated at over 1,400,000, indicating that 400,000 ranges were taken from the future market.

The subject of materials substitution was covered by W. F. Ogden, manager of products. He said that this is not a new problem, since many materials have been in critical supply during the last three years. A long range program of expedient material substitution anticipates diversion of some

metals such as aluminum, zinc, cobalt, copper and others to defense needs. Substitutions can be made if needed, without impairing appliance performance and appearance.

### H. E. MASBACK HEADS HARDWARE POLIO DRIVE

Harold E. Masback, president of Masback, Inc., hardware wholesalers, New York City, is serving as chairman of the hardware division in the Greater New York appeal of the National Foundation for Infantile Paralysis.

Mr. Masback, a veteran of 40 years in the hardware business, heads a committee organized to enlist the active support of all elements of his industry in the \$4,000,000 city-wide polio campaign now underway.

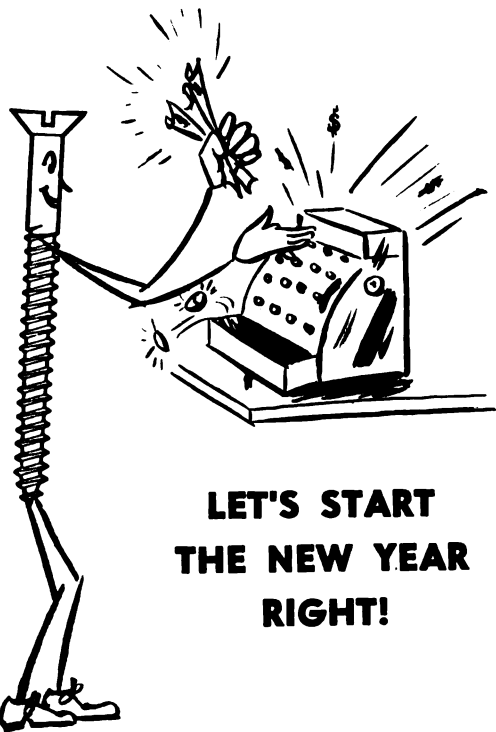
In accepting the post for the second consecutive year, Mr. Masback stressed the "grave emergency situation" that the National Foundation faces at the present time, and called on "everyone in his division to back the current fund drive to the fullest possible extent."

### SMITH COVERS NORTHERN ILLINOIS FOR MAYTAG

James R. Smith has been named a Maytag Co., Newton, Iowa, regional sales manager for 10 counties in northern Illinois.

Previous to coming with Maytag, he worked as a sales counselor for General Electric Co., in Illinois.

Counties included in Mr. Smith's territory are: Boone, Carroll, De Kalb, Jo Daviess, Kane, Lee, McHenry, Ogle, Stephenson and Winnebago.



**LET'S START  
THE NEW YEAR  
RIGHT!**

## SOUTHERN WOOD SCREWS

**offer profit opportunities in '51**

To get off to a good start in 1951, plan now to stock Southern wood screws. With Southern screws, you'll get plenty of profitable repeat business. Your customers will prefer Southern screws, once they've used them. Here's why.

Southern wood screws are as perfect and uniform as it is humanly possible to make them. The most up-to-date machinery and methods are employed in their manufacture. The materials used are the finest selected high sulphur extra quality steel wire, or high grade extruded brass wire. A unique inspection routine assures your customers a full measure of flawless fasteners.

Your convenience is a prime factor in our operations. Southern screws are expertly packed for easy handling in your store. Bulk screws are packed in indestructible steel cans with sealed locking covers, an exclusive Southern feature.

So start the new year right! See your Southern jobber, or write to us today for complete information and catalog.

#### FACTORY WAREHOUSES

4100 Dell Avenue  
North Bergen, N. J.

280 Decatur, S.E.  
Atlanta, Georgia

325 W. Ohio Street  
Chicago 10, Illinois

## SOUTHERN

### SCREW COMPANY

**STATESVILLE, NORTH CAROLINA**





# MANUFACTURERS' AGENTS

## APPOINTMENTS

**A. O. Heller & Co.**, 9815 65th Rd., Rego Park, N. Y., to handle Tony Acesta & Son, Cleveland, in northeast territory.

**Electric Supply Co.**, Chicago, to distribute products of Florence Stove Co., in 50 mile radius of Chicago.

**McCutchen-Simpson, Inc.**, Miami, Fla., will cover North Carolina, South Carolina, Georgia and Alabama for the Clay Equipment Corp., Cedar Falls, Iowa and Binghamton, N. Y.

**The Rivers Co.**, Memphis, Tenn., will handle Magnus Harmonica Corp., Newark, N. J., in 16 southern states from the Atlantic seaboard to Texas and Oklahoma.

**Forbes Distributing Co.**, 1349 Main St., Buffalo, will handle Chambers gas ranges in western New York for the Chamber Corp., Shelbyville, Ind.

**Merchants Distributors, Inc.**, 1312 Boylston St., Boston, Mass., will cover Boston and eastern Massachusetts for Arvin Industries, Inc., Columbus, Ind.

**Edward J. Colley & Associates**, Harry Carasick, Philadelphia, Edwin U. Owings, Baltimore, and Bill Tschume, Memphis, will handle the J. C. Whitlam Mfg. Co., Wadsworth, Ohio, line. Mr. Tschume will cover the Tennessee-Alabama area; Mr. Carasick, eastern Pennsylvania, southern New Jersey and Delaware; and Mr. Owings, Maryland and Virginia and Colley, Brooklyn, Long Island, Staten Island and northern Jersey.

**L. W. Appell**, 11 Warren St., New York City, will handle Western Saw Works products in the Los Angeles area.

**Osborne - Dermody, Inc.**, Reno, Nev., will distribute

Duo-Therm home heating appliances in the eastern central part of California and in northwestern Nevada.

**McCune-Merifield Co.**, 51 Fremont St., San Francisco, will cover California, Arizona, Nevada and New Mexico and the Pacific north-

west for Lubriplate for Fiske Bros. Refining Co.

**Appliance Wholesalers, Inc.**, Detroit, Mich.; **Maumee Sales, Inc.**, Ft. Wayne, Ind., and **V. J. McGranahan Distributing Co.**, Toledo, Ohio, will handle Coroaire Heater Corp., Cleveland, Ohio.

## 66 PC. OF SPACE SOLD FOR NEW ENGLAND HOUSEWARES SHOW

Over 165 members and guests were present at the Nov. meeting of the Housewares Club of New England in the Hotel Bradford, Boston.

Jack R. Hildreth, Cory Corp., chairman for the 18th Annual New England Housewares Show, February 26-March 1, reported that nearly two-thirds of the display space had already been applied for by exhibitors.

Housewares Club president, John J. McQuade of Bon Marche, Lowell, appointed Thomas Meehan as chairman of a nominating committee which includes: E. J. Naughton, Arnold P. Bearson, Nat Bell, John C. Buckley, and Ernest Bates.

Mr. McQuade also announced that Robert I. Flower would be chairman for a committee planning a "Frying Pan Special" train section from Boston to Chicago. Two cars have been booked to leave January 16; another to leave January 17.

Guests attending included: Simon Fain of Crawford Distributors, Norman Coler of Durable Wood Products, Henry Bacon and Allen Miller of M & M Chemical Sales, Gene Hilton of the Washburn Co., James McKnight Revere Copper & Brass, Inc., Malcolm Lewis and Sam Marcus of Milhender Distributors, Mitchell Webel of Noma Electric Corp., A. J. Flagg of John MacInnis Co., Harvey Sturgiss of Barnard's, Tom Hackett, O-Cedar Corp., and Eric Jenkins, Jenkins Hardware.

New members who joined at this meeting are: Sey-

mour J. Sheinkopf, Reliable Hardware Co., Pat Curran of Aluminum Goods Mfg. Co., L. J. Cranston of Kitchen Aide (Hobart Mfg. Co.), Gordon McQuade of Sager Electric, Robert Ayres of Aluminum Cooking Utensils Manufacturing Co., and Charles Jackson, manufacturers' representative.

## ESTABLISH IRONING BOARD COVER, PAD MANUFACTURER

The formation of The Ironees Co., has been announced by David Lehrman, formerly a principal of the Pressing Supply Co., Philadelphia. The new company which will manufacture Ironees, a new line of ironing board pads and covers, is located at 526 Cherry Street, Philadelphia.

Expecting to be in full production by late January, the company is now in the process of selecting manufacturer's representatives throughout the country.

## HOUSEWARES GROUP ELECTS OFFICERS

The Greater New York Housewares Credit Association, Inc., 25 West 43rd St., New York City 18, recently elected Len Barschi, H. Barschi & Sons, Inc., president.

Benjamin Berhang, Manhattan Mfg. & Jobbing Co., Inc., was elected honorary president. Others elected include: Irving Malawista, Irvall Sales Co., Inc., vice president; Max Marantz, Marmax Products, Inc., vice president; Henry Euben, Mohawk Sales Co., Inc., treasurer; and Jerome Schrensky, Dash Sales Co., secretary.



W. F. MUHLBACH

## ELECT MUHLBACH HEAD OF COOKING, HEATING, APPLIANCE GROUP

Walter F. Muhlbach was elected to the presidency of the Institute of Cooking & Heating Appliance Manufacturers at the Institute's semi-annual convention, held at the Netherland-Plaza Hotel in Cincinnati, Ohio, Dec. 4-6.

Mr. Muhlbach was recently appointed director of distribution and research for the Florence Stove Co., Gardner, Mass.

Besides his new duties as president of the Institute, Mr. Muhlbach is director of the Gas Appliance Manufacturers Association and of the Liquefied Petroleum Gas Association; Chairman of the Domestic Gas Range Division and Gas Range Marketing Committee of G.A.M.A. and chairman of the Marketing Committee of the L.P. G.A.

## WOOSTER BRUSH NAMES PRODUCTION MANAGER

The Wooster Brush Co., Wooster, Ohio, has announced the appointment of Robert Bunn as factory production manager. Mr. Bunn joined the company in 1945. Since that time he has served in all phases of factory production. Simultaneously the appointment of Sam J. Rutherford, Jr., as sales representative in the middle Atlantic area including the states of South Carolina, North Carolina, Virginia, West Virginia, Maryland and Delaware was announced. Mr. Rutherford brings to The Wooster Brush Co. much sales experience gained through previous connections.

# OBITUARIES

## PATRICK F. KING

Patrick F. King, 68, director and formerly vice-president of Stanley Works, New Britain, Conn., died recently. He had been associated with the company for 50 years.



PATRICK F. KING

In 1945 he was appointed vice-president in charge of the hardware division of the company. He retired in March, 1950, from that position.

Mr. King started in the shipping room of the company in 1900, and in 1904 was made head of the invoice department. In addition to invoicing he gradually took over freight and traffic correspondence and finally the sales correspondence. In 1917 he was appointed sales manager of cabinet hardware, was promoted to assistant secretaryship of the company in 1929 and became hardware sales manager the same year. In 1941 he was elected a vice-president.

He served in various positions in the city of New Britain for almost 40 years as a member of the city council, chairman of the city police board, chairman of the board of education, and for several long periods a member of the city board of finance and taxation.

Mr. King was a fourth degree member of the Knights of Columbus and past president of the Lions Club, a director of the New Britain Institute, and director of the New Britain General Hospital.

## MALCOLM ISBISTER

Malcolm Isbister died at his home in Detroit Nov. 18, 1950. His first hardware experience was behind the

counter with T. B. Rayl Co., Detroit. He traveled from coast to coast and into Newfoundland and Alaska for a Canadian wholesaler, and then managed the builders' hardware department for the Delamater Hardware Co., wholesalers, Detroit. He joined the Peck, Stow & Wilcox Co., covering from Cleveland to Denver, calling on wholesalers. In recent years he has been in the retail field in Detroit.

## LOUIS C. KURTZ

Louis C. Kurtz, 82, president, L. H. Kurtz Co., 100-114 Court St., Des Moines, Iowa, hardware wholesalers, died recently in a hospital there after a two-year illness.



LOUIS C. KURTZ

He had served in Des Moines as postmaster of the city, was president of the school board three times and chairman of the Iowa-Des Moines National Bank. At the age of 16, he entered the retail hardware store founded by his father, Louis H. Kurtz.

He founded the company's wholesale business in 1905 and became president at his father's death in 1923. Mr. Kurtz was also president of the Kurtz Realty Co., Des Moines. His widow, Alice E., survives with two sons, Louis C., Jr., and Bernard D., both associated with the hardware company.

## RICHARD M. GAINES

Richard M. Gaines, a manufacturers' agent, Great Falls, Mont., died recently.

## WILLIAM E. HAYNES

William E. Haynes, Emporia, Kan., died in a Topeka hospital recently. He was the president and manager of the Haynes Hardware Co., which he and his brothers opened in 1894, and the last of the brothers. He is survived by two sons and five daughters, three granddaughters and five grandsons.

## EUGENE W. PAULY

Eugene W. Pauly, 63, died recently of a heart attack in his home in Kirkwood, Mo. He was a partner in the G. A. Pauly Hardware Co., which operated several stores, for 40 years. His widow, Mrs. Emma B. Pauly, survives him.

## MANSFRED M. FUHRER

Mansfred M. Fuhrer, 69, died at his home in Grymes Hill, S. I., N. Y., of a heart attack. He was president of the Federal Hardware Corp., 53 Park Place, which he had established in 1920. Prior to this, he was purchasing agent for the Interborough Rapid Transit Co. He is survived by his widow, Marie.

## FREDERICK G. WOOSTER

Frederick George Wooster, manufacturers' representative and a partner in Wooster, Johnson & Dooley, St. Louis, Mo., died at Missouri Baptist Hospital, Nov. 20, of complications resulting from a fall suffered at his home shortly before.

Mr. Wooster started his hardware career with Wyeth Hardware Co., St. Joseph, Mo. He joined Simmons Hardware Co., St. Louis, as buyer of tools and started his



F. G. WOOSTER

selling career as midwestern representative for the Peck, Stow & Wilcox Co., South-ington, Conn. In 1914 he established F. G. Wooster & Co., manufacturers' representative and carried on his business in St. Louis since that time.

He formed a partnership with H. M. Johnson as Wooster & Johnson after World War I and in 1947, the firm was expanded to Wooster, Johnson & Dooley with the inclusion of James E. Dooley.

## MRS. A. L. SHAPLEIGH

Mrs. Mina Wessel Shapleigh, 85, St. Louis, Mo., died recently in her home. She was the widow of Alfred Lee Shapleigh, who had been chairman of the board of the Shapleigh Hardware Co. Mrs. Shapleigh is survived by a son, a daughter, four grandchildren and nine great-grandchildren.

## R. R. BRADY

Ralph R. Brady, 55, manager of the Westinghouse Lamp Division's commercial engineering department, Bloomfield, died Dec. 10 in Orange Memorial hospital after a two-day illness.

He served on the United States committee of the International Commission on Illumination and was on the committee of the Better Light-Better Sight Bureau.

For 10 years prior to joining Westinghouse in Bloomfield in 1929, he was Bloomfield manager of the Electrical Testing Laboratories, independent research agency.

## HARRY V. SNYDER

Harry V. Snyder, 56, factory manager of Manhattan Rubber Division, Raybestos-Manhattan, Inc., Passaic, N. J., died Dec. 2 at Point Pleasant Hospital, Point Pleasant, N. J.

Mr. Snyder left high school in 1909 to join Manhattan, starting in the billing department. He became successively head of other departments including statistical, and estimating, after which he was made manager of the tubing and sundries departments. For over 25 years he was manager of Manhattan's roll covering and tank lining departments. He became assistant factory manager in 1942 and factory manager on Sept. 8, 1944.



# How's the

## HARDWARE BUSINESS?



### The Business Outlook—Markets and Price News

(Continued from page 14)

tory of October, 1949, reports the Department of Commerce.

Sales of hardware wholesalers totaled \$288 million in October, compared with \$212 million in October, 1949 and \$284 million in September of this year.

Inventories of electrical goods wholesalers in October totaled \$536 million, as compared with \$482 million in October, 1949, and \$483 million in September. Sales of electrical goods wholesalers in October, as reported by the Office of Business Economics, totaled \$570 million, compared with \$395 million a year ago and \$567 million this September.

#### Durable Goods Wholesale Sales Up 4.7% in October

October sales of durable goods wholesalers amounted to \$2,703 million, reported the Office of Business Economics, Dept. of Commerce. This compared with \$1,842 million in the same 1949 month and \$2,581 million in September, 1950. Inventories amounted to \$3,060 million, as against \$2,736 million a year ago \$2,911 million in September, 1950.

#### Manufacturers Sold 25% More in October Than Year Ago

Manufacturers' sales in October were more than 25 pct above the level of October, 1949 and were up 1 pct over September after seasonal adjustment, reported the Office of Business Economics, Dept. of Commerce.

Small increases were general among the durable goods industries. The largest increase, a rise of 7 pct, was reported by the general machinery (other than electrical), industry. This was an important factor in the 3 pct rise for durable goods as a whole.

There was a 4 pct rise in new orders over the September total.

New business received in October by each of the durable goods industries was above the September total and was also larger than October sales. Unfilled order backlogs for the durable goods group as a whole advanced \$1,700 million.

There was a continued rise in inventories in October with book values advancing \$800 million during the month on a seasonally adjusted basis. Higher prices accounted for a large part of the increase. Inventories rose \$400 million for the durable goods group, with moderate gains reported by most of the major industry groups.

#### House Furnishings Again Led in Consumer Price Rise

Consumers' prices rose 0.1 pct from September to October, the National Industrial Conference Board reported and the advance was paced for the third consecutive month by rises in the house furnishings components. The index for all items for October, 1950 is 0.3 pct below the all-time high in consumers' prices recorded in August-September, 1948. The index in the 12 months' period ended in October

rose 3.5 pct. Base date of the series is January, 1939 as 100.

The index for October stood at 166 for the weighted average of all items, compared with 160.4 in October, 1949. All-time high in the index was 166.5, recorded in August-September, 1948. The house-furnishings component rose 2.6 pct from September and advanced 83 pct from October, 1949.

#### Wholesale Price Index Up Four Straight Weeks

For the fourth straight week the wholesale price index of the Bureau of Labor Statistics set a new record, in the week ending Dec. 12, when the index stood at 173.4 pct of the 1926 average. This was a gain of 0.4 pct over the average of the previous week.

The B.L.S. index has been rising steadily and on Nov. 14 reached 171.0 pct to break a two-year record set in August, 1948, when the primary market price gauge read 170.3.

The index was 10.2 pct above the pre-Korean level of June 20.

#### Galvanized Ware Line Output to Drop About 20%

The recent 20 pct cutback on zinc use imposed by the government will result in a production cut of at least a similar amount by the Lisk Savory Corp. in its galvanized ware lines, according to a company official. Effect of the order will be felt almost at once, he said, explaining that the company was running short on zinc supplies even before the order was issued.

### RETAIL HARDWARE STORE SALES TRENDS

#### October Sales Trends of Independent Stores in 13 Major Cities

	Percentage change in sales		
	Oct. 1950 from Oct. 1949	10 mos. 1950 from 10 mos. 1949	Oct. 1950 from Sept. 1950
California—Los Angeles	+37	+24	+ 1
San Francisco	+11	+10	— 8
District of Columbia—Washington	+15	+ 2	+15
Illinois—Chicago	+ 6	+10	— 5
Massachusetts—Boston	+33	+ 6	+18
Michigan—Detroit	+ 8	+17	+ 3
Minnesota—Minneapolis	+13	+11	— 6
Missouri—St. Louis	+12	+ 1	— 8
New York—New York	+ 6	— 1	+19
Ohio—Toledo	+ 2	+ 2	— 8
Pennsylvania—Philadelphia	+13	+ 8	+13
Washington—Seattle	— 6	+10	—13
Wisconsin—Milwaukee	+36	+20	— 9

## pt. Store Volume Up % in Week Ending Dec. 9

The dollar volume of department stores in the week ended Dec. 9 was 2 pct better than sales in the same week of 1949, according to the Federal Reserve Board.

Seven of the 12 Federal Reserve districts showed sales increases, ranging from 2 pct each in New York, Philadelphia and Dallas, to a jump of 9 pct in Cleveland. The rise in Cleveland reflected a recovery from the November storm. The weekly index was at 554 in the week ending Dec. 9, compared with 542 for the like week of 1949 and 564 for the corresponding week of 1948.

The index figures show that department store sales dropped slightly less than 2 pct compared with sales for the week ending Dec. 9, 1948.

## Personal Income Reached Highest Point in October

Personal income broke all records during October, running at a yearly rate of \$230,100,000,000, a rise of \$1,400,000,000 over September, the previous record month, reported the Commerce Dept.

Principal cause of the rise was a boost in payrolls of manufacturing companies and federal, state and local governments. Earnings of farmers were also up somewhat and social security payments rose.

Wages and salaries rose to an annual rate of \$153,100,000,000 in October, against \$150,600,000,000 in September. Factory payrolls accounted for \$53,100,000,000 of this, a rise of \$1,100,000,000 over the previous month.

## Instalment Credit Rose Only Slightly in October

The rise in instalment credit during October was small in comparison with preceding months. At the end of October total consumer instalment credit outstanding amounted to \$13,379,000,000, as against \$13,337,000,000 a month earlier. The \$42,000,000 rise in October compared with increases of over \$300,000,000 in each of the preceding five months.

Total non-instalment consumer credit amounted to \$5,987,000,000 at the end of October, a rise of \$9,000,000 during the month. Charge accounts totaling \$1,232,000,000,

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Kester Soldering Paste—ten 2 oz. cans in new eye catching counter display carton.





showed a contra-seasonal drop of \$42,000,000 during the month.

Total consumer credit stood at \$19,366,000,000 at the end of October, a rise of \$51,000,000 over the previous month.

## NRDGA Urges Inventory Control Be Like Last War's

The National Retail Dry Goods Association has urged on the Retail Industry Committee that inventory and price controls should be along the lines of formulae used in World War II. The association, through its committee on economic government controls under the chairmanship of Prof. Malcolm McNair, of Harvard University, recommended that if retail inventory controls are adopted they be in line with Order L-219 which was issued during the last war. This order regulated the intake of merchandise in accordance with the individual store's experience in a previous three-year period.

A general "price-freeze," it was stated, is not a workable type of price control. The association group proposed, instead, a return of order NPR-580, which froze the relationship between cost and retail price lines for various classes of goods of the individual retailer. The group did not believe that price controls are needed now.

It was proposed that credit controls be limited to installment selling only and a constant study be made of consumer credit statistics.

## Boyco Galvanized Ware Line Increased About 9%

The United States Steel Product Co. announced an average price increase of 9 pct on its line of Boyco galvanized ware, in effect immediately. All items are affected by the price boost, including pails, tubs and garbage cans.

## One Battery Line Up 10%

An increase of 10 pct in the price of Exide batteries, is attributed by the Electric Storage Battery Co. to the rise in lead, a principal product in battery manufacture.

## Linseed Oil Advanced

A one-half cent increase in the price of linseed oil on Dec. 7 put the price at 17.4 cents, tank cars New York for December delivery. It was the second one-half cent per pound rise since Nov. 27.

## General Electric and Mullins Mfg. Co. Increase Prices on Kitchen Equipment

List prices of its kitchen cabinet and accessories line has been advanced 12½ pct by General Electric Co.

In announcing the price changes, H. L. Andrews, vice president in charge of the G. E. appliance and merchandising department, pointed out that his company does not manufacture the kitchen equipment but merely markets it under its name. The price advance, he said, is being passed on just as G. E. received it from the manufacturer.

The *New York Times* states that dealers reported that the G. E. advance, together with new prices

on Youngstown Kitchen products, may touch off a new round of price increases in the appliance industry.

Mullins Mfg. Corp., makers of Youngstown Kitchens, announced on Dec. 12 a 10 pct price increase in its Jet-Tower automatic dishwashers and a 5 pct rise in the Youngstown Kitchens food waste disposer.

C. D. Alderman, manager of merchandising, pointed out that disposer prices have remained unchanged for three years and that the dishwasher price line has been held since the price was first established on the product last May.

## New Price Schedule on Arvin Housewares

Price increases on the full line of Arvin electric housewares have been announced by the electric housewares division of Arvin Industries, Inc., Columbus, Ind.

The schedule of both old and new suggested retail prices, the latter effective Dec. 4, is: Model 4000 automatic toaster, from \$23.95 to \$24.95; Model 3000 4-square waffle, \$23.45 to \$24.95; Model 3500 Letric Cook, \$27.95 to \$29.95; Model 3400 Letric Cook, \$23.45 to \$24.95; Model 34GR waffle grids, \$4.50 to \$5.00; Model 3600 table oven, \$8.95 to \$10.00; Model 91A electric heater, \$10.95 to \$11.95; Model 103 electric heater, \$10.95 to \$11.95; Model 52 electric heater, \$10.95 to \$11.95; Model 223 electric heater, \$13.95 to \$14.95; Models 223A and 223B electric heaters, \$14.95 to \$15.95; Model 5000 electric pan-heater, \$19.95 to \$21.95; Model 2300 electric iron, \$13.95 to \$14.95 and Model 2200 electric iron, \$10.95 to \$11.95.

## Hoppy Vacuum Bottles Increased By Aladdin

Aladdin Industries, Inc., Nashville, Tenn., has increased prices of its Hopalong Cassidy Vacuum Bottles and Lunch Kits at all levels. Hopalong Kits and Bottles are fair traded. The new price set up calls for a price on the bottle alone of 87¢ to the jobber, \$1.13 to the dealer and a retail price of \$1.69. Kit and bottle are now \$1.47 to the jobber, \$1.93 to the dealer and a retail price of \$2.89.

## Clemson Announces 1951 Prices on Mowers

Clemson Bros., Inc., Middletown, N. Y., has announced prices on its 1951 line, as follows: Clemson 16, \$22.95; Clemson 17, \$27.50; Clemson E-17, \$32.95. Retailers' costs on these three mowers are \$15.40, \$18.35 and \$27.50 respectively. The prices became effective Oct. 1, 1950. All prices are higher west of Denver and in Canada.

Due to the time lapse between ad preparation and trade paper publication, October ads carried the old prices.

## Manning Bowman Line Given Price Increase

Manning Bowman on Dec. 7 put into effect a price increase across the board on the items on its line. The increase was described as less than 5 pct average.

## Increases Announced On Nesco Products

Price increases averaging 10 pct have been made on the Nesco, Inc. line of tinware. The company has also increased prices on table stoves an average of 5 pct. The prices on the Nesco model 9013 oil space heater has been increased from \$114.95 to \$124.95.

## Universal Price Changes

Increased prices on some washers, electric ranges and water heaters, effective Dec. 12, were announced by Landers, Frary & Clark. Three ringers washers were





increased \$10 each; ranges were boosted \$10 to \$20, and water heaters were increased about \$5 to \$10.

### Sears and Ward Sales Were High in November

Sears, Roebuck & Co. sales for November and for the 10 months ended Nov. 30 set all-time highs, the company reported November sales amounted to \$246,065,869, as against \$212,058,626 for the same month last year, a 16 pct rise. For the first 10 months of 1950 sales totaled \$2,147,510,906, against \$1,851,187,028 for the same period in 1949, also a 16 pct gain.

Montgomery, Ward & Co. reported November sales amounting to \$123,084,482, compared with \$115,726,581 in November, 1949, a 6.4 pct rise. For the 10 months sales volume, \$1,005,363,811, as against \$956,999,961 a year ago, a 5.1 pct advance.

### Chain, Mail Order Firms Had 6% Sales Rise in Oct.

Chain store and mail order houses in October amounted to \$2,502 million, a rise of about 6 pct over October, 1949, reported the Dept. of Commerce. After adjustment for seasonal factors and trading day differences, the month's sales were off 3 pct from September but were 2 pct above the June level, which was the pre-Korean high.

The largest decline for the month, 10 pct, was shown by stores in the department, dry goods and general merchandise category. Automotive parts and accessories stores and catalog sales of mail order houses were in a category in which the declines from September ranged from 6 to 8 pct after seasonal adjustment.

### Western Auto Stores Have Had 26% Increase

Sales of Western Auto Supply Co. for the first 11 months of 1950 totaled \$140 million, compared with \$11 million in the same period of 1949, a 26 pct increase. November sales amounted to \$12 million as against \$11 million in the same 1949 month, a 9.2 pct rise.

### Brass Output Lower

Output of brass ingots in September totaled 31,149 tons, a 6 pct drop, reported the Bureau of Mines.

## About 850,000 Homes to Be Built in 1951; 1,209,100 Were Erected in First 10 Months

The government expects that only about 850,000 new homes will be built in 1951, compared to the 1,209,100 new housing starts which were made in the first 10 months of this year.

The Federal Reserve Board says this figure may be raised or lowered, but it expects to continue to take action to hold down inflation in real estate and divert essential materials to the defense production program.

The Bureau of Labor Statistics says that the 1,209,100 starts made

from January to October, which is 42 pct ahead of 1949, are regarded as "inflationary" by the Federal Reserve Board.

The FRB, rejecting criticism that the 850,000 figure is "too low," says contractors soon won't be able to obtain materials for any greater number of housing starts. The present order restricting use of copper, for instance, will cut deeply into supplies of electrical wiring, switches, lighting fixtures, copper and brass pipe and fittings, hardware and flashing.

### Radio-TV Makers See 25 to 40% Cut in Output

Shortages of materials will reduce television and radio set production 25 to 40 pct early next year, predicted the Radio-Television Manufacturers Association, following the interim order of the National Production Authority cutting back civilian use of cobalt by 70 pct. Cobalt is a steel-hardening mineral and is important in manufacturing magnetized parts of radio and television sets.

The association said that this curb, along with the 35 pct reduction in civilian use of aluminum, effective Jan. 1, as well as prospective restrictions on several other metals, will hit the radio and television industry hard.

### Less Lead For Pigments More For Ammunition

Consumption of lead in September amounted to 121,611 tons, a 4 pct drop from the August total, reported the Bureau of Mines. For the first three quarters of 1950 consumption of lead totaled 867,032 tons.

Manufacture of metal products accounted for about 77 pct of the lead used in September, 12 pct went into pigments, 9 pct into chemicals, including tetraethyl fluid, and 2 pct in miscellaneous uses. The greatest increases in production were in output of ammunition and storage batteries and the largest declines were in whitelead pigments and tetraethyl fluid.

There was a drop in consumers' stocks of lead for the third successive month, inventories at the end of the month amounting to 86,898 tons, a 1 pct drop from August.

### Armstrong Will Show New Line, 41 New Patterns

Armstrong Cork Co., the nation's largest maker and distributor of resilient floor coverings, will sell a substantially greater yardage of floor covering this year than ever before, it was reported at the company's 29th annual wholesalers' convention, held at the company's plant at Lancaster, Pa.

Although floor covering sales are not broken down, total sales of all products by Armstrong in the first nine months of this year, including wall covering materials, enclosures and a full line of building materials, amounted to \$136,231,859, 11.5 pct above a year ago.

C. N. Painter, vice-president and general manager of the floor division, announced at the convention seven patterns of a new straight line inlaid linoleum named "Strypelle," and 41 other new patterns to be shown at winter markets in Chicago and New York in January.

He said that the company will trademark all its resilient tiles in order to protect its retail market. This is believed to be the first time a manufacturer has taken such a step.

### Congoleum, Linoleum Prices Are Advanced

Price increases averaging 6 pct were announced Dec. 6 by Congoleum-Nairn, Inc. The increases apply to the company's Gold Seal congoeum and Silverlin, felt base floor covering brands, as well as to Nairn linoleum and certain other items.

Price increases ranging from 4 to 10 pct on floor coverings were announced Dec. 13 by the Arm-



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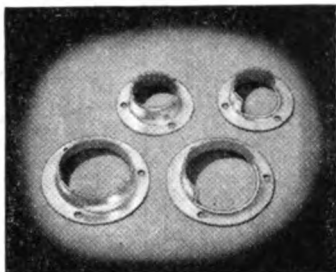
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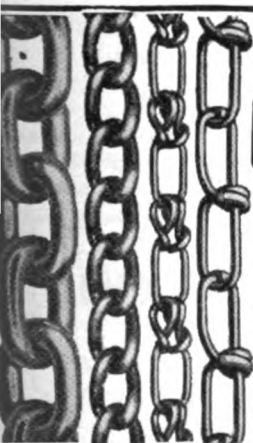
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**GARDNER'S Pole Sockets**, made from bright brass-plated steel, are always in demand for pole and rod diameters of 1", 1 1/8", 1 1/4", 1 3/8", and 1 1/2" . . . making them a necessary item in every dealer's stock. Order from your jobber, or write us for complete information.



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### SLIDING DOOR HARDWARE

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### DOOR MATS

*The New-Quality Door Mat*

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YOUR  
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TODAY!

STYLED FOR BEAUTY • GUARANTEED FOR SERVICE

Distributed exclusively through your jobber

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MAYES GUARANTEES ACCURACY, SERVICE

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Best test of this proven all-steel nickel-plated trap is its phenomenal repeat sales. Easy automatic set and sanitary release.

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MARENGO, ILLINOIS

strong Cork Co. at its annual convention, at Lancaster, Pa. Prices on standard linoleum were boosted about 4 pct; rubber tile 7 pct; cork and asphalt tile insets 5 pct; special colors of heavy and light gauge linoleum 10 pct; felt base floor covering 4 to 7 pct. Asphalt tile prices remain unchanged.

### Increase Noted In Styrene Output, Sales

Molding material output and sales in September showed sharp increases over the same 1949 month, the U. S. Tariff Commission reported.

September production of Styrene molding materials totaled 24,545,665 pounds, compared with 17,720,473 pounds in September, 1949 and 23,138,953 pounds in August, 1950.

Sales of Styrene molding materials in September amounted to 22,906,116 pounds, a sharp rise over the 19,709,302 pounds in September, 1949 but a considerable drop from the 25,385,043 pounds reported for August.

### Gem Dandy Churns Increased in Price

The Alabama Manufacturing Co., Birmingham, Ala., on Dec. 1, increased prices on its "Gem Dandy" electric churns and Duraglas jars. The suggested retail prices on both the deluxe and standard models were advanced \$2 each, to \$21.95 and \$18.95.

### Impost of 1½¢ per lb. On Lead After Jan. 1

An increase in the duty on lead coming into the United States goes into effect Jan. 1, bringing the amount up to 1½¢ a lb. Foreign lead which has been costing the consumer here 17¢ a lb., will cost 18½¢ after the first of the year.

### Home Building and Repairs Boosted Paint Sales 20%

Sales of paint and wallpaper in 1950 are almost 20 pct ahead of the \$1,500,000,000 volume of 1949, Herbert W. Kimmerle, of Newark, N. J., president of the Retail Paint and Wallpaper Distributors of America, said at the organization's annual convention in Atlantic City. The rise, he said, was due to the greater amount of new home building and residential remodeling.

## METAL FLOATS



BALL TYPE

3" to 12" diameter ball floats of copper or stainless steel for open tank to 150# pressure in stock—specials of various metals made to order.

**ARTHUR HARRIS & CO.**  
212 N. ABERDEEN ST.  
CHICAGO 7, ILLINOIS



### THE NEW *Columbian* CAM-LOCK HYDRANT "Sold the World Over"

Here's a fast-selling new Cam-Lock Hydrant for use on pressure lines. Standard with four moving parts, this Columbian Hydrant has no springs to rust out. Its many new features include:

- ★ ONE-PIECE BRONZE VALVE BODY
- ★ NON-CORROSIVE VALVE ADJUSTMENT
- ★ ANTI-FREEZE ACTION
- ★ CAM-LOCK HANDLE PREVENTS DRIPPING AND WATER WASTAGE

Fig. 22-1200

This is the lowest priced hydrant on the market. Write today for complete information. Established 1888.

**Columbian PUMP CO., Columbian, Ohio, U.S.A.**



## CHROME NIPPLES

⅛" to 4" sizes  
⅛" and ½" sizes  
packed 12 to a box

Write for catalog

**PITTSBURGH NIPPLE WORKS, Inc.**  
1455 Spring Garden Ave., Pittsburgh 12, Pa.

## SPEAK NO EVIL



The rumor-monger is himself an evil, but only a monkey seals his lips against reality. And cancer is a grim reality. We must discuss the facts of cancer in order to help educate and protect our neighbors. For humanity's sake—and our own preservation—we must support the crusade against this mortal enemy of man.

**GIVE TO  
CONQUER CANCER**

**AMERICAN  
CANCER  
SOCIETY**

GRC gives you  
better  
**WING  
NUTS**  
at a  
bigger  
profit!



Rust-proof zinc alloy, featuring GRC's superior recessed-wing finger-grip. All finishes, all popular thread sizes. Order a generous supply to sell every customer.

Have you checked your stock of GRC one piece E-Z Cup Hooks? In bulk, nickel and brass finish, Carded, red, blue, green, white, nickel and brass, 6 to a card.

### Jobbers:

Write Today for Samples and Catalog Sheets. GRC informative catalog sheets show clear prices—clear discounts.

**GRIES REPRODUCER CORP.**

789 E. 132nd St., New York 54 MOH Haven 9-2476

## 5% Drop in Production of Washing Machines Forecast For Next Year

Production of the washing machine industry next year will amount to about 3,200,000 units, or 5 pct less than the estimated output of 4,300,000 in 1950. M. R. Wilson, general sales manager of Thor Corp., Chicago, predicted at a meeting of the company's eastern division sales staff in New York. The estimate was based on the assumption that there would be no further cutbacks in use of vital materials.

He said that the industry's inability would be employed to develop use of substitute non-critical materials to take up part of the slack. Otherwise, he added, industry production would drop to approximately 2,600,000 units.

Mr. Wilson declared that "at no time next year will there be an excess supply of washing machines at the wholesale or retail level. In fact, you can expect production change-overs to cause spasmodic shortages." He warned, however, of the effect of credit regulations on consumer demand and observed that "good, smart selling definitely will be in order."

New price increases, he said, loom as a very definite possibility."

## Silix to Market Food Containers For Refrigerators

The Silix Co. has announced it has completed a deal with the Home Container Corp., San Francisco, for exclusive production of a new line of Fresherator containers for preservation of fresh fruit, vegetables and other food in refrigerators. Sales in this line will amount to more than \$1,000,000 in 1951, the announcement said.

## November Home Building Down But Highest For Month

Private home building in November was valued at \$1,020 million a 10 pct decline from October. The slump was attributed to the housing credit restrictions. However, despite the drop the total was the highest November on record and was a 36 pct rise over November, 1949.

Over-all construction activity was off 8 pct from October, said the joint report of the Labor and Commerce Depts. All construction "put in place" amounted to \$2,500

million, a 23 pct rise over the November, 1949 total.

Virtually all types of commercial and industrial building showed increases in November, continuing the upward trend of the two previous months. There was a 6 pct rise in factory construction during the month; 5 pct boost in warehouses, office and loft buildings and 10 pct in stores, restaurants and garages.

## 6 1/2 Million TV Sets Produced in 11 Months

Production of television receivers in the first 11 months of this year amounted to 6,529,615 sets, reported the Radio-Television Manufacturers Assn. in preliminary estimates. November output totaled 752,005 units, an 8 pct drop from the previous month. November production of radio receivers amounted to 1,304,094, also an 8 pct drop, the association estimated. Production of radio receivers for the 11 months totaled 12,785,917.

## Farm Machinery Demand Will Be Strongest in 1951

The heaviest demand for farm machinery since the war was forecast in 1951 by Horace D'Angelo, executive vice president of Harry Ferguson, Inc. He said that whether the farm equipment industry would be able to meet the demand would depend upon supplies of steel and other metals available under the defense program.

William M. Werner, vice president of Avco Mfg. Corp. and general manager of the company's farm implement manufacturing New Idea division, reported that panic buying of farm machinery has brought a volume of orders that will consume the next six months' production.

Cause for the spurt in demand, he said, is the fact that farmers are aware that the industry has never been able to catch up with the farmers' implement needs.

## Ferro Enamel Sales To Touch \$30 Million

Ferro Enamel Corp. sales for 1950 are expected to set a new high, amounting to approximately \$30 million. This would compare with \$24,660,998 in 1949.

(Resume reading on page 15)

## B-R-R! IT'S COLD



## WINTER SEASON IS HEATER SEASON



## THE HOTTEST HEATERS ON THE MARKET!



You have all the advantages on your side when you sell Royal Ventadent Circulators. Available in 20,000, 40,000 and 60,000 B.T.U. sizes without radiants and 40,000 and 60,000 B.T.U. sizes with radiants. The latter models have Pyrex glass fronts allowing complete vision of radiant glow. AGA approved for natural, manufactured and LP gas.

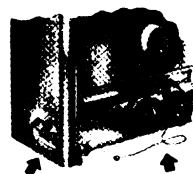
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AMERICAN FURNITURE MART

Space 17-0, January 8-19, 1951

## EXTRA FEATURES

Robertshaw-Grayson Unitrol and KB blower, pointed out by two arrows on the left, are two of the extra features available on Royal heaters.



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# Classified Opportunities Section

## CLASSIFIED ADVERTISING RATES

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Business Opportunities  
Representatives Wanted, etc.  
Set solid, maximum, 50 words..... \$5.00  
Each additional word..... .10  
Positions Wanted  
(Special Rate) set solid, maximum,  
50 words .....\$2.00  
Each additional word ..... .05  
Allow Seven Words for Keyed Address  
or Your Address

### BOXED DISPLAY AD RATES \$8.00 per column inch

5% discount allowed for 4 or more consecutive insertions of Boxed Display Ads.  
Cuts or special borders not accepted.  
Address your correspondence and replies to

**HARDWARE AGE**  
Classified Opportunities Dept.  
100 East 42nd St., New York 17, N. Y.

NOTE: Samples of merchandise, literature, catalogs, etc., will not be forwarded to box number advertisers unless accompanied by sufficient postage for remailing.

No agency commission allowed.

HARDWARE AGE is published every other Thursday. Classified forms close 15 days prior to publication date.

Remittance must accompany order in form of check or money order, not currency or stamps.

## Representatives Wanted

### SALES REPRESENTATIVES AGENTS AND NATIONAL SALES ORGANIZATION

wanted for revolutionary "GRASSHAPER" the wonder garden tool—Tremendous Tested Sales appeal—beautifully packaged—priced right—highly profitable item.  
**LOW ENGINEERING CO. Lincoln Park, N. J.**

**TO A DISSATISFIED HARDWARE SALESMAN.** If you are dissatisfied with your present connection and wish to join a live, efficient organization, this is your opportunity. A well-rated New York firm, widely and favorably known, is seeking the services of an experienced salesman now calling on retail hardware stores. Experience in Tools, Brushes and Electrical items desirable, but not essential. Territories available in Albany, Hartford and Binghamton, with 50 mile radius. Car Necessary. Draw against commission to qualified man. Write full details. Address Box R-109, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y. SS SRW

**ORDER REPEATER. POPULAR PRICED MIRROR LINE** for the Home sells to Furn., Hdwe., Var. and Dept. Stores. Repeats 5 to 6 times annually. Big commissions. Only 2 Photos dustries, 327 S. La Salle St., Chicago 4, Illinois.

**SALES AGENTS WANTED. MUST BE** thoroughly acquainted and well accepted in the Wholesale Plumbing, Hardware, Farm Implement and Electric Appliance trade. A real money making opportunity selling an outstanding Domestic Water System of a revolutionary and unique design. Easy to sell with exceptional acceptance by the trade. Only aggressive and energetic Agents need apply, stating territory actively covered for protection. Give references and list lines now handled. This is your opportunity to make some real money. Address Box R-110, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y. SS AW

**SALESMEN SELLING RETAIL DEALERS.** opportunity to join sales staff of established Hardware Wholesaler now reorganizing sales organization; many exclusive territories with established accounts still open; should carry other non-competing lines. Address Box R-102, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

## Representatives Wanted

**SPORTING GOODS SALESMEN, WITH CAR.** Popular priced line. Baseball—Football—Boxing. We have excellent territories open for retail and dept. store coverage. Can be carried with non-conflicting side line. Must have following. Sporting Goods experience helpful, but not essential. Commission basis. Olympic Sporting Goods Co., Inc., 598 Broadway, New York 12, N. Y.

**SALESMEN, FOR REPUTABLE BUILDERS HARDWARE MANUFACTURER.** We have a few excellent territories for aggressive men to solicit lumber and hardware dealers on commission basis, with a complete line of door locks and door accessories. State full details when replying. Address Box R-106, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**MANUFACTURER WANTS GOOD REPRESENTATION** on portable electric humidifier, selling to wholesale trade at less than \$30.00. Excellent proposition to good men with following. Send full details in answer. Address Box R-105, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y. BO SS

**PLUMBING SPECIALTIES - SALESMAN WITH FOLLOWING** for established New York Firm. Sell to Hardware Stores and Plumbing Contractors. Choice (protected) Territories Open. Commission. Replies confidential. Address Box R-76, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**WANTED SALESMEN BY N. Y. HARDWARE JOBBER** with following among retailers. Good commission, to be handled as an added line. Write confidentially. Address Box R-112, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y.

**SALESMEN AND MANUFACTURERS REPRESENTATIVES CALLING** on wholesale and retail hardware and plumbing trades to handle line of chemical cesspool and drain cleaners as well as fuel oil sludge solvents. High commissions. Address Box R-101, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**SALESMEN WANTED, SIDELINE.** to sell a complete line of plumbers specialties and brass goods, fittings, seats, etc. to retail hardware trade, plumbers and lumber yards. Commission basis. Many choice territories open. Address Box R-107, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y.

## Accounts Wanted

### NATIONAL DISTRIBUTORS Established—Reliable Aggressive ANCO CORPORATION Pittsburgh 22, Pa.

Branch Offices  
New York • Philadelphia • Detroit  
Cleveland • Louisville

Covering all classes of jobbers. We will carry the accounts or you can bill direct.  
Write for further information and references.

**NEED REPRESENTATION IN NEW ENGLAND?** Hardware, Housewares, Electrical and Automotive Lines for Jobbers, Chains and Department Stores. Inquiries invited from responsible manufacturers. Address Box R-77, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**LINE WANTED. EXPERIENCED SALESMAN** with good following covering Baltimore, Washington and vicinity, calling on hardware retailers, jobbers, manufacturers and builders supply houses, desires specialty or complete lines from manufacturers. Best of references. Address Box R-111, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, New York. SS SRW

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MANUFACTURERS' DIRECT REPRESENTATIVES  
GREENVILLE, S. C.

## Positions Wanted

**POSITION WANTED WITH GROWING HARDWARE CONCERN.** My background in this field consists of 17 years experience. Twelve years managing, purchasing and displaying hardware, paints, plumbing and general housewares. Excel in selling. Am 47 years young; can work hard, location no object. Address Box R-113, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y.

# Classified Opportunities Section

## Business Opportunities

**FOR SALE**—Hardware and Housewares Store in high class residential town in New Jersey, 5 miles from New York. Established 65 years. Volume this year over \$80,000. Rapidly growing community offers fine possibilities for future. Modern store in good location with long lease & low rental. Well diversified, clean stock of standard merchandise. Will sell for cost of inventory, fixtures and equipment with nothing for goodwill. Splendid opportunity for father and son to acquire sound and stable business. Selling because of illness. Will negotiate only with principals able to finance deal involving about \$50,000, all cash. Address Box R-113, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y.

## Business Opportunities

**MOST MODERN AND ATTRACTIVE,** **HARDWARE, Paint and Appliance** store in New York for sale, located in Queens Co., N. Y. City. Store doing ½ million annual business, inventory approximately \$175,000, owners want to retire. Established over 25 years. Store approximately 50' x 140' on 2 floors plus additional 2 story warehouse unit. Long lease available. Address Box R-104, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

**RETAIL HARDWARE AND PAINT BUSINESS,** including 2-story brick building, with one new 5-room apartment, one new 2-room apartment, full basement. Automatic heat. Over \$50,000 gross annually reported. Can be increased. Located in outlying business district, next door to Rexall Drug Store. Building \$20,000. Inventory approximately \$12,000. Ideal for couple or partnership. Everett H. Sornberger, Realtor. 508 2nd Street, La Salle, Illinois.

## Business Opportunities

**HARDWARE STORE MANY YEARS ESTABLISHED.** This store has received national recognition for appearance and merchandising program, grossing \$225,000. Business will clear excess \$20,000 year, operating under manager. Owner selling for personal reasons, will make terms to qualified party, or trade for valuable income property or ranch. Northwest Hardware Headquarters Agency, 304 S. W. Sixth, Portland, Oregon. ATwater 9363.

**Buy Savings Bonds**

## FOR 1951—USE THE HARDWARE AGE DIRECT MAIL ADDRESSING & MAILING SERVICE

It Will Assure You Maximum Success at Minimum Cost Contacting by Mail  
the Following Lists:

**16,435 MAJOR RETAIL HARDWARE DEALERS  
WHOSE SALES EXCEED \$30,000.00 ANNUALLY**

**4,462 INTERMEDIATE RETAIL HARDWARE DEALERS  
WHOSE SALES ARE BETWEEN \$20,000.00  
AND \$30,000.00**

**20,673 MINOR RETAIL HARDWARE DEALERS  
WHOSE SALES ARE LESS THAN \$20,000.00**

**6,500 OUTSTANDING MAJOR HARDWARE  
DEALERS WHOSE SALES EXCEED \$50,000.00  
ANNUALLY**

**541 GENERAL WHOLESALE HARDWARE  
HOUSES**

**134 WHOLESALE HEAVY HARDWARE HOUSES**

**111 WHOLESALE HARDWARE HOUSES IN  
CANADA**

**2,084 DISTRIBUTORS OF MILL SUPPLIES**

**151 DISTRIBUTORS OF MILL SUPPLIES IN  
CANADA**

**11,460 LUMBER YARDS**

**882 DEPARTMENT STORES HANDLING HARD-  
WARE AND HOUSE FURNISHINGS**

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OBVIOUSLY AN ADVANTAGE OF OUTSTANDING VALUE TO YOUR DIRECT MAIL SALES PROMOTION

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**HARDWARE AGE**

**DIRECT MAIL ADDRESSING DEPARTMENT**

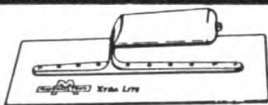
**100 EAST 42nd STREET**

**NEW YORK 17, N. Y.**

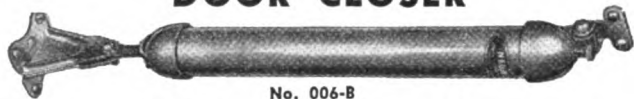


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MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



## NEW IMPROVED ZEPHYR DOOR CLOSER



No. 006-B

FINISHED IN ALUMINUM OR TWO-TONE BROWN

Ideal for Combination Screen and Storm Doors made of Wood or Aluminum.

QUICK ACTION — SILENT CLOSING

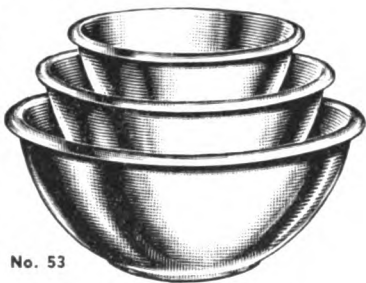
Heavy shock absorbing spring concealed within the cylinder.

NEWELL MANUFACTURING COMPANY  
LOWELL, MICHIGAN

## KILGORE'S PLASTIC MIXING BOWL SET . . .

50% Stronger Than Ordinary!

The first set of plastic mixing bowls made for heavy-duty kitchen use. Extra thick side-walls will not flex. Wide curved rim for continuous handle. Ideal for use with electric mixers. Big capacities — diameters are 11", 9 1/2" and 7 1/4". Made of polystyrene. One bowl each red, yellow and blue. Each set in corrugated carton, 1/2 doz. sets to a case. Ideal promotion item at about \$1.89 retail.



No. 53

THE KILGORE MANUFACTURING CO.

WESTERVILLE, OHIO

**Auger bits  
for every  
purpose**

**Midway Auger Bits**

"preferred by all  
who want the best!"



Auger bits for  
electric drills  
4/16" to 12/16"

Standard auger bits  
17 sizes (4/16" to 24/16")



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THE MIDWAY TOOL CO., INC.

Sales Office and Factory  
Melvin, Ohio

**SUPERIOR BRUSH**

Write for folder

**"Sales" appeal**

Boxed & Carded • popular-priced • for LACQUERING, VARNISHING, ENAMELING and TOUCH-UP

Order From Your Jobber

**M. GRUMBACHER, INC.**  
460 West 34th St., New York 1, N. Y.

**NEW MINUTE MOP**

No bending down

Sponge refill \$1.29

**Hydro-matic**

**AN ORIGINAL SENSATION IN SPONGE MOPPING**

List \$3.98

Model No. 400

Wring here

Stand upright

No Stoopng

Lever on handle of Hydro-matic lets housewife drain water from sponge without wetting hands. Hands always away from wet mophead. Has versatile handle, bumpers, etc. Sensational new features put it in a class by itself in arousing housewife demand. Call your jobber today.

**MINUTE MOP CO.** 13 E. 23rd St. CHICAGO 16 ILL.



You can open up new sales opportunities by stocking the modern Hurd Caster and Super Caster. Each includes exclusive, patented features of wide appeal. Ask your jobber about prices and profits.

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DETROIT 2, MICHIGAN

**HURD**

**GLASS CUTTERS**

024



**No. 50 WOOD SCRAPER**



**Red Devil**

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Complete Catalog Available

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**PUTTY KNIFE P1 1 1/4**



**GLAZIERS POINTS**

**POINT DRIVER No. 1**



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.25 Calibre  
\$36.75



.380 Calibre  
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**Triple Safety**  
**WAC Automatics**  
**1 year guarantee.**

**See Your Jobber  
or Write Direct**



**FAMOUS  
SWEDISH  
LAHTI  
9 MM. AUTOMATIC**

*Sweden's Finest*  
**NOW AVAILABLE IN U. S.**

Here's a rare buy for sportsmen, shooter and collector. No finer 9mm. automatic pistol! Beautifully balanced, hard hitting, accurate. Finest Swedish steel and craftsmanship. Fewest parts, simple takedown. Ideal cold weather sidearm. Like new, limited supply, immediate delivery. Uses 9mm. Luger ammo, available everywhere. FREE handsome brass fitted leather holster and extra clip with each LAHTI. A real BUY at only \$49.95.

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"U" flanged posts with self-fastening lugs. No Staples Required.

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**Manufactured by**  
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—PRE-SOLD VIA NATIONAL ADVERTISING



**42** WAYS TO PROFITS  
IN-DEMAND SIZES!

**SELLY COUNTER DISPLAYS!**

**SEE YOUR JOBBER — OR CONTACT —**  
**INDEPENDENT METAL STRAP CO., INC.**  
ESTABLISHED 1907 • 232 THIRD ST., BROOKLYN 15, N. Y.

## CASH IN ON RAIN... with RAINDRI!

Here's a new and improved water repellent costing just \$1.29 retail for a big 8 ounce bottle, including spray applicator! Raindri puts the water resistance back into dry cleaned raincoats, jackets; makes any hat a rainhat. It "raindri's" blue jeans, children's play clothes, sleeping bags, trout flies—prolongs life of leather articles. Will not stain or stiffen materials. Price: \$9.29 per dozen (minimum order), packed one doz. bottles per case. Colorful display given free with each order. **ORDER TODAY!**



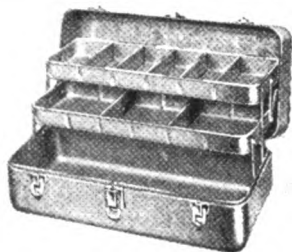
**GOORIN BROTHERS, INC.**

51 Dorman Ave., San Francisco  
905 5th Ave., Pittsburgh



# A Very Merry Christmas

FROM THE  
WORLD'S LARGEST MANUFACTURER OF TACKLE BOXES AND MINNOW BUCKETS



**My Buddy  
TACKLE BOXES**



**FALLS CITY  
MINNOW BUCKETS**

**STRATTON & TERSTEGGE Co.**

MANUFACTURING DIVISION

P.O. BOX 1859

LOUISVILLE 1, KENTUCKY

## New CONGRESS LUBRALIFE PILLOW BLOCKS



**Permanently Lubricated  
Self-Aligning**

Throw away that dirty, messy oil can! Congress Pillow Blocks never require oiling, yet there is no oil drip. They are rust free, quiet, trouble free, easily installed.



- Perfect Alignment
- Rugged Construction
- Heavy Load Capacity
- NO OILING!

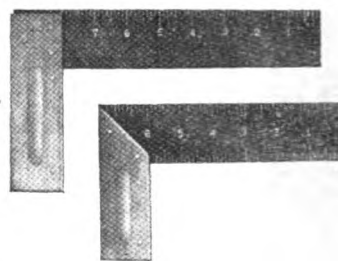
Oil resisting rubber grommets equipped with static dissipator, to prevent transmission of any vibration of the rotating parts, are also available.

The test tube at the right shows the actual amount of oil contained in a  $\frac{1}{4}$ " bore Lubralife bearing.

Write for Literature on Pillow Blocks and  
SPECIAL PULLEY ASSORTMENTS



**CONGRESS DIAMOND BORED DRIVES**  
3750 E. OUTER DRIVE, DETROIT 34, MICH.



**SOUTHINGTON SQUARES  
ADD UP TO DEALER  
PROFITS**

**Buy 'em! Stock 'em! Sell 'em!**

See for yourself how Southington high quality squares win customer acceptance for you. Complete line of aluminum and steel squares in various finishes.

**ALSO TRY SQUARES, MITRE SQUARES AND BEVELS**  
Contact the Jobber Nearest You

**THE SOUTHINGTON HDWE. MFG. COMPANY**

Since 1867

Southington, Conn.

## Short of Help? Use FASTER Threaders

**QUIJADA "Chief"  $\frac{1}{4}$ "-2" Pipe and Bolt Threader is FASTER!**  
It's the only Automatic Chucking Machine.

2" pipe chucked, threaded, roamed, cut off and unchucked in just 26 seconds!

This Automatic Chucking feature alone established QUIJADA as the fastest of them all. And—the QUIJADA "Chief" is not only the fastest threader—but the simplest to operate and the easiest to handle.



Illustration shows front jaws (cover removed) in action gripping and centering  $\frac{1}{4}$ " pipe. A simple pull of the switch and the positive, unfailing automatic chucks go to work.



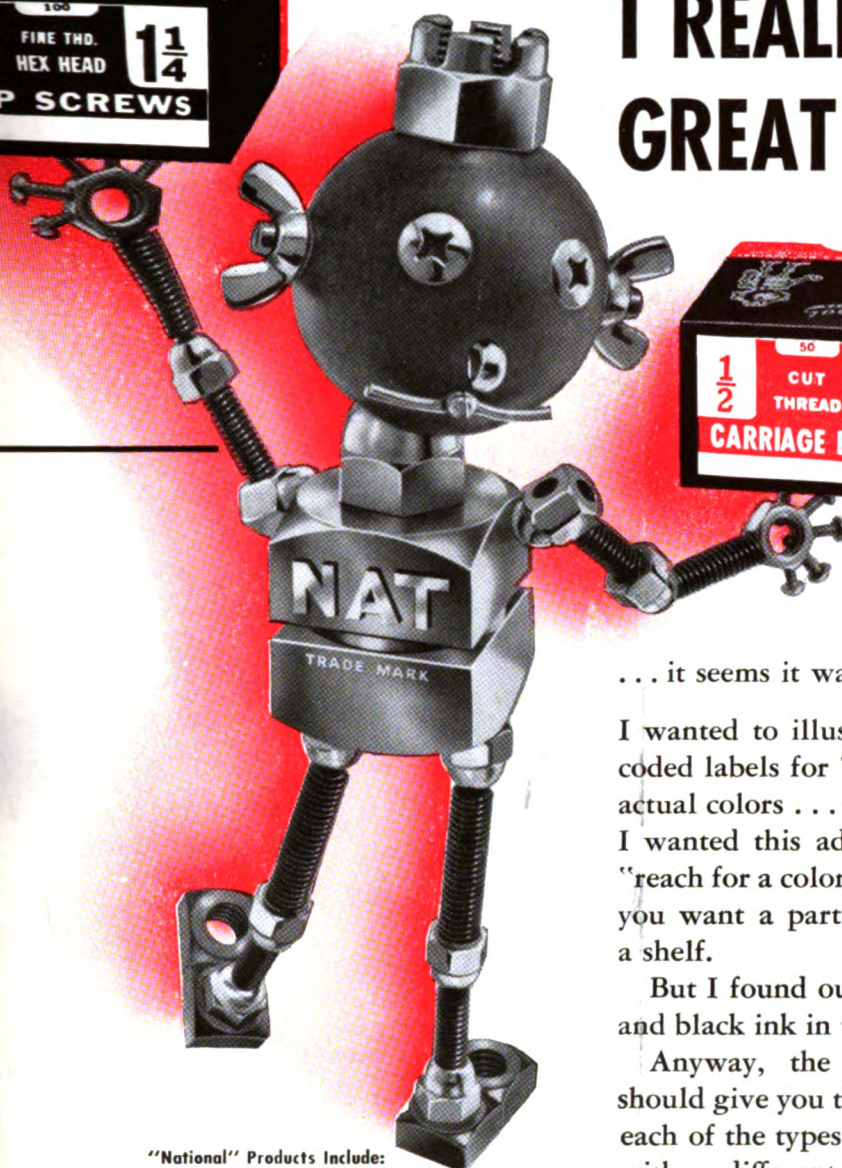
**WRITE FOR COMPLETE INFORMATION  
OR ASK YOUR JOBBER**

**QUIJADA**  
EAT-ALL-WAY-BAND

**SOLD ONLY  
THROUGH  
JOBBER**

QUIJADA TOOL CO., INC., 5476 Alhambra Ave., Los Angeles 32, Cal.

# I REALLY HAD A GREAT IDEA, BUT...



"National" Products Include:

Wood Screws • Machine Screws • Nuts

Cap Screws • Tapping Screws

Stove Bolts • Carriage Bolts

Lag Bolts • Machine Bolts

**HODELL CHAINS**

**CHESTER HOISTS**

... it seems it wasn't very practical.

I wanted to illustrate all the different color-coded labels for "National" packages in their actual colors . . . red, green, blue, orange, etc. I wanted this ad to prove how easy it is to "reach for a color instead of a name" . . . when you want a particular type of fastener from a shelf.

But I found out we could use only red ink and black ink in these ads . . . period!

Anyway, the two samples I'm holding should give you the general idea. Just imagine each of the types of fasteners listed at the left with a different colored label on the package. These "National" color-coded labels are mighty easy to read, easy to identify. Your shelves look better—and you can fill orders faster, with fewer mistakes.

Better ask your "National" salesman to show you this slick labeling system on "National" packages—in case you don't already have 'em on your shelves.

**THE NATIONAL SCREW & MFG. COMPANY**

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.

3423 So. Garfield Ave., Los Angeles 22, Cal.







**SHAPLEIGH HARDWARE COMPANY**  
ST. LOUIS